LEAN - CANVAS

SOLUTION UNIQUE PROBLEM UNFAIR **VALUE ADVANTAGE** precise technology **PROPOSITION** People drinking -large network effect contaminated -passion Technological -community (to impact in water without device that something bigger than knowing detects toxins in ourselves) water. -willingness to listen, **EXISTING** HIGH **KEY** LEVEL **ALTERNATIVE METRICS CONCEPT** -Nanotechnology - Biosensors -Sales

-Percentage of people

intoxication symptoms

who present

CUSTOMER SEGMENT

- People who would like to test their water quality.
- People who drink water from rivers.

CHANNELS

- Hardware stores
- Supermarkets

EARLY ADOPTERS

- People living near high polluted water.

COST STRUCTURE

- Manufacturing cost
- Transportation

REVENUE STREAMS

- Customers sales