

# LEAN BUSINESS MODEL: CHAKRA 6SENSE APP (6 SENSES: SEE, HEAR, SMELL, TOUCH, TASTE, SPACE)

<p><b>PROBLEM</b></p> <ul style="list-style-type: none"> <li>Spiritually, physically, and mentally balance individuals through Chakra alignment using the 6 senses: see, hear, smell, touch, taste, space. (I'm still working on all this and far from perfect alignment).</li> <li>There's so much tension, conflict, and chaos in the world. During this pandemic, BLM, political turmoil all over the world, everyone's looking within to find peace (or are stuck on their phones which is why they need this app.)</li> <li>Chakra's and energies/vibrations are universal; a way to understand one's well-being. A way of bringing "looking at the man in the mirror" or "being the change you want to see in the world."</li> <li>Everyone, from all walks of life, have struggles, and your current situation is the only change we can control or improve. Self-healing also empowers others, if we think about our interconnectedness.</li> </ul> <p><b>EXISTING ALTERNATIVES</b></p> <ul style="list-style-type: none"> <li>Saged</li> <li>Stone</li> <li>Chakra</li> <li>Solfeggio</li> <li>Brainwaves</li> </ul>	<p><b>SOLUTION</b></p> <ul style="list-style-type: none"> <li>Creating a basic 7 chakra map (root, sacral, solar plexus, heart, throat, third eye, and crown) and the each chakra point will have within the 6 senses:</li> </ul> <ol style="list-style-type: none"> <li>SEE: Bring a person to go out and connect with nature; connecting with the land-dirt, sand / sea-water / greens.</li> <li>HEAR: Binaural beats at different frequencies that'll heal specific chakras.</li> <li>SMELL: Introduce herbs, plants oils / candles / scents bring relief and connecting to chakras.</li> <li>TOUCH: Holding / Wearing onto specific crystals, Reiki, or even touching nature.</li> <li>TASTE: grains, fruits, veggies of different colors affect different chakras. Nutrition affects mind-body.</li> <li>SPACE: Movement / yoga / exercise positions that bring relief to your body; opening and strengthening chakras / well-being. Again, bringing balance to one's body.</li> </ol> <p><b>KEY METRICS</b></p> <ul style="list-style-type: none"> <li>Seeing more peaceful, balanced souls in the world.</li> <li>Having a large following, being shared / recommended. Seeing large donations from happy app-users, fans.</li> </ul>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <ul style="list-style-type: none"> <li>Most apps are specific to binaural beats or crystals, we're going to be the whole package. We're providing for all the 6 senses.</li> </ul> <p><b>HIGH LEVEL CONCEPT</b></p> <ul style="list-style-type: none"> <li>The whole (but simplified) package of Chakra apps; 6 senses.</li> </ul>	<p><b>UNFAIR ADVANTAGE</b></p> <ul style="list-style-type: none"> <li>We're providing for all the 6 senses Chakra Healing. A wholesome set of options for balance.</li> </ul> <p><b>CHANNELS</b></p> <ul style="list-style-type: none"> <li>It'll be free: launched in the app store.</li> <li>There will a help section, visuals on how to use the app.</li> <li>Maybe a few social media pages: Youtube videos / IG posts - motion infographics / blogs / site to promote app on how it works /</li> </ul>	<p><b>CUSTOMER SEGMENTS</b></p> <ul style="list-style-type: none"> <li>This is probably targeted towards people that have an affinity/interest in chakras, yoga, spirituality. I would hope anyone and everyone that is even slightly interested in chakras to start thinking about this system and how to heal it when feeling pain points. (Naruto introduced me to chakras too!)</li> </ul> <p><b>EARLY ADOPTERS</b></p> <ul style="list-style-type: none"> <li>Spiritual, yoga/crystal enthusiasts, and binaural meditation fans.</li> </ul>
<p><b>COST STRUCTURE</b></p> <ul style="list-style-type: none"> <li>Planning, Design, Features, Infrastructure, App administration, Testing, Deployment.</li> <li>Our time, number of Designers, Engineers?</li> <li>Could range from ~38k - 170k.</li> </ul>			<p><b>REVENUE STREAMS</b></p> <ul style="list-style-type: none"> <li>Donation-based. Get investors? Stocks?</li> <li>Monthly subscription for more indepth information / binaural beats.</li> </ul>	