

Lean Canvas

Designed for:

Designed by:

On: Day Month Year
 Iteration: No.



<p>Problem <small>Top 3 problems</small> we have a lot of different applications for taking reservation with professional.</p> <p>It's a problem because we need accounts on many different platforms, and it's easy to get lost.</p> <p>Existing Alternatives Doctolib for health reservation Call directly stores Different platforms (alloVoisins, planity, the fork, etc...)</p>	<p>Solution <small>Top 3 features</small> create a platform that centralizes all appointment bookings offer a payment solution chat directly with the store</p>	<p>Unique Value Proposition <small>Single, clear, compelling messages that states why you are different and worth buying</small></p> <p>First to centralize all appointment booking</p> <p>High-Level Concept A single app that centralizes every type of service booking — like Doctolib, but for all services.</p>	<p>Unfair Advantage <small>Can't be easily copied or bought</small></p> <p>Unique partnership with provider networks. Recommendation algorithms based on habits and location. Proprietary universal booking system compatible with any provider.</p> <p>Channels <small>Path to customers</small></p> <p>Social media (tiktok, insta) Influencers Partnerships Billboard</p>	<p>Customer Segments <small>Target customers</small></p> <p>Every company with a service of reservation.</p> <p>Everyone, who need a reservation with a compagny.</p> <p>15 years old to 60.</p> <p>Early Adopters Young people Small stores Brand store</p>
<p>Cost Structure <small>Customer acquisition costs, Distribution costs, Hosting, People, etc</small></p> <p>Mobile app development (iOS/Android) Server/Database maintenance Payments processing (Stripe/Adyen fees) Marketing & user acquisition Customer support B2B sales to service providers</p>		<p>Revenue Streams <small>Revenue model, Life time value, Revenue, Gross margin</small></p> <p>fee paid by companies to appear on the platform Publicité ciblée dans l'app Services "boost" (mise en avant dans les résultats)</p>		

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 Based on the book Running Lean