

Lean Canvas

Designed for:
Baruch Undergraduates

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Version:

Problem

- Students can't help but procrastinate even when they have a lot of deadlines coming up.

Solution

- Creating an incentive for students to procrastinate less by rewarding them with coupons

Unique Value Proposition

- We reward users for their productivity, whereas the other available apps out there either just help users to get started on their assignments or block out websites to prevent them from procrastinating.

Unfair Advantage

- It might be difficult for other apps to partner up with major companies like H&M since these companies can't afford to lose too much profit; giving out too many coupons to these other apps can lower their profit.

Customer Segments

- Baruch college students (approximately ages 18-24)

Existing Alternatives

- Students trying to use their brain power to stop procrastinating
- Or there are apps that try to help students become more productive (EX: Zero Willpower, Momentum, Mindly)

Key Metrics

- Tracks the student's daily screen time on their phone; with every hour they decrease their daily screen time, they get rewarded with a coupon.

High-Level Concept

- My app = Better version of "Forest – Stay Focused" app

Channels

- Emailing students about this app through their Baruch email

Early Adopters

- Determined
- Goal-oriented

Cost Structure

Revenue Structure