

Designed for:  
Hannah Project

Designed by:  
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# Lean Canvas

<b>Problem (1)</b> <ul style="list-style-type: none"> <li>Diminished social contacts, because of loss of social structure at an older age, caused by external factors</li> <li>Pandemics and other risk factors / chronic diseases</li> <li>Socio-economic welfare situation</li> </ul>	<b>Solution (6)</b> <ul style="list-style-type: none"> <li>Sleek design Smart speaker that operates as a social network coordinator with existing healthcare ecosystems</li> <li>With a screen &amp; speech driven by an AI algorithm.</li> <li>Voice interaction &amp; control command with other matches</li> <li>Great sound multi-speaker which can synchronise in a call</li> </ul>	<b>Unique Value Proposition (5)</b> <ul style="list-style-type: none"> <li>Learn from user behaviour</li> <li>Proactively engages users in socialising</li> <li>Easier to connect with people outside the social network</li> <li>Easy to use because of the health condition, as the user needs only to respond with yes/no</li> <li>Affordable solution &amp; reduce maintenance and personnel costs of nursing home</li> </ul>	<b>Unfair Advantage (11)</b> <ul style="list-style-type: none"> <li>Operates under a patent</li> <li>Operates with AI matchmaking algorithm which learns from data</li> <li>Branding</li> <li>Expertise</li> </ul>	<b>Customer Segments (2)</b> <ul style="list-style-type: none"> <li>55+ person who has less social engagement</li> <li>Elderly who are technically capable of using the device</li> </ul>
<b>Existing Alternatives (4)</b> Social media & dating platforms: Facebook, Instagram, Parship, Tinder Devices: <ul style="list-style-type: none"> <li>Ioanna</li> <li>GUIDed</li> <li>HiStory</li> </ul>	<b>Key Metrics (10)</b> <ul style="list-style-type: none"> <li>Google H.E.A.R.T</li> <li>1-5# times user interacts (per week)</li> <li>up to 5# successful matches identified by algorithm per individual user (per week)</li> <li>2-5# times people interact with people identified by (per week)matchmaking algorithm</li> <li>90% of calling the right user based on anonymous data</li> <li>Conversion rate (trial)</li> </ul>		<b>Channels (7)</b> <ul style="list-style-type: none"> <li>Institutions: nursing homes, senior associations &amp; clubs, hospitals, universities</li> <li>HannaH's website, Facebook, Instagram, and other digital platforms.</li> <li>Health insurance companies</li> <li>Events: conferences, seminars, fairs</li> </ul>	<b>Early Adopters (3)</b> <ul style="list-style-type: none"> <li>55+p The Netherlands, Norway, and Austria</li> <li>Elderly that knows to use ICT devices</li> <li>55+ person who has less social engagement</li> <li>Project user groups</li> </ul>
<b>Cost Structure (9)</b> Customer acquisition costs: Software engineers:113,750€ (in 6 months) & 568,750€ (in 3 years); Hosting 17,500€ (in 6 months) & 87,500€ (in 3 years); Overhead 26,250€ & 131,250€; Production cost of hardware 17,500€ & 87,500€; Total budget for € 350.000,00 (1 year) & 875,000€ (3 years) Distribution costs -Bought in store or sending costs to home Hosting - On existing internet subscription People- No people involved, as Hannah once connected explains herself, by intro.		<b>Revenue Structure (8)</b> Revenue Model - Revenue Model B2C LifeTime Value - Finding new friends Revenue Product to sell Customer acquisition cost around €75,00-€130,00 Gross Margin 15% Revenues on 1st year: €402,500; in 3rd year: €1,006,250 Users: 3,908 (1st year); 9,770 (in 3rd year) Users, elderly institutions, municipalities		

