

# The Lean Canvas

Designed by:  
**Team Fitnee**

On: 6/08/2015

Iteration # **5**

<p><b>Problem</b> top 3 problems</p> <ul style="list-style-type: none"> <li>1. Moving and walking with chronic knee pain is difficult</li> <li>2. Risk of falling when walking with knee injury and pain is high</li> <li>3. Information on muscle status and recovery process is low</li> </ul>	<p><b>Solution</b> top 3 features</p> <ul style="list-style-type: none"> <li>1. Smart knee brace that supports the knee and promotes walking</li> <li>2. Myoelectric sensors to track muscle status</li> <li>3. Data analytics for doctors (individual and aggregated data), with machine learning for personalised plans</li> </ul>	<p><b>Unique value proposition</b> single, clean, compelling message that states why you are different and worth buying</p> <p>The Fitnee supports the knee and tracks muscle status to promote exercise and reduce the risk of falling.</p> <p><u>One-liner</u></p> <p>The smart knee brace</p> <p><u>USP</u></p> <p>Synergize monitoring, tracking and supporting painful knees. Personalised therapy from machine learning.</p>	<p><b>Unfair advantage</b> can't be easily copied or bought</p> <ul style="list-style-type: none"> <li>1. Patented myoelectric application technology</li> <li>2. Machine learning based on analytics (aggregated data)</li> </ul>	<p><b>Customer Segments</b> target customers</p> <ul style="list-style-type: none"> <li>1. <b>CUSTOMER:</b> Physiotherapy centres working with elderly</li> <li>2. <b>CUSTOMER:</b> Geriatric centres working with knee disabilities</li> <li>3. <b>BEACHHEAD CUSTOMER:</b> Research institutes in Europe working with advanced orthopedic solutions for elderly who suffered knee injuries</li> <li>4. <b>USER:</b> Elderly with chronic knee pain, as a result of sarcopenia or related conditions. Currently using alternative solutions.</li> </ul>
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>1. <u>Variable</u>: production cost incl licensng fees = €800/unit</li> <li>2. <u>Fixed</u>: sales &amp; marketing = €1000/month</li> <li>3. <u>Fixed</u>: R&amp;D = €5000/month</li> <li>4. <u>Variable</u>: distribution = €25/unit</li> </ul>		<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>1. <u>Fixed</u>: €800/unit</li> <li>2. <u>Variable</u>: €150 per month for analytics licensing fee</li> </ul>		