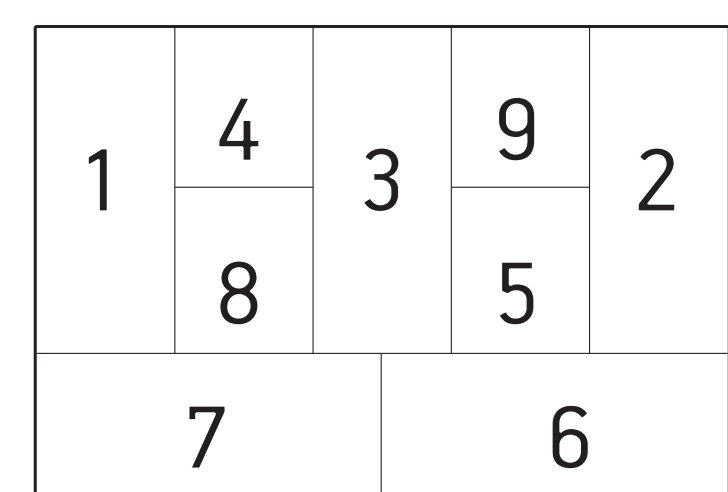
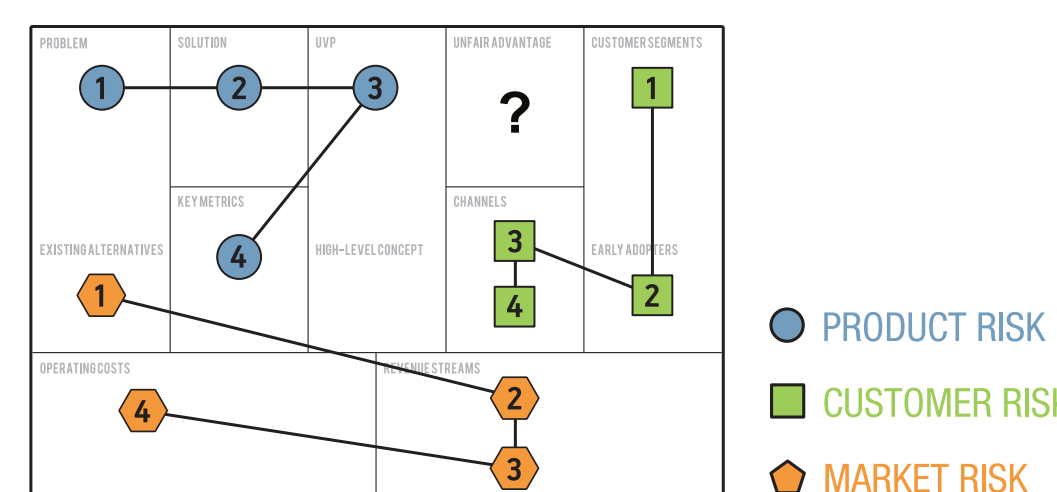


<p>PROBLEM</p> <p><i>List your top 1-3 problems.</i></p> <ol style="list-style-type: none"> 1. Brand Awareness: A paper that is tear-proof, reduces printer jams, and is papercut-proof has never existed before, leading to the need to introduce customers to the product 2. Production: Finding a manufacturer and modifying the production line to produce the paper can be costly. <p>EXISTING ALTERNATIVES</p> <p><i>List how these problems are solved today.</i></p> <p>While there is no papercut-proof paper, there are tear-proof and anti-jamming paper. Though the alternative tear-proof paper are much more costly</p>	<p>SOLUTION</p> <p><i>Outline a possible solution for each problem.</i></p> <ol style="list-style-type: none"> 1. We will contact law firms, businesses, children's book manufacturers, and elementary and middle schools to promote our product. We will also utilize campaigns to both promote awareness of our product and crowdfund. 2. We could do licensing deals with major paper producers such as International Paper or major paper sellers such as Hewlett Parkard. 	<p>UNIQUE VALUE PROPOSITION</p> <p><i>Single, clear, compelling message that states why you are different and worth paying attention.</i></p> <p>Our paper costs significantly less than other tear-proof paper, with the added benefits of reducing printer jams. In addition, we are the first ever papercut-proof paper.</p> <p>HIGH-LEVEL CONCEPT</p> <p><i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p> <ol style="list-style-type: none"> 1. Safe, durable paper for children 2. Professional, quality paper for those who do things well 	<p>UNFAIR ADVANTAGE</p> <p><i>Something that cannot easily be bought or copied.</i></p> <p>Our patent ensures that we will be the only people producing and selling our paper, eliminating the possibility of us being copied.</p>	<p>CUSTOMER SEGMENTS</p> <p><i>List your target customers and users.</i></p> <ul style="list-style-type: none"> Parents with young children Elementary and middle schools Law firms and other businesses Businesses who want to look professional Students who want to print their resume on nice paper Children's book manufacturer Library book manufacturers who need the books to be extra durable (many library books today are made in a special way to make it more durable. Using our paper will make them even more durable) <p>EARLY ADOPTERS</p> <p><i>List the characteristics of your ideal customers.</i></p> <p>Need paper that is safe and tear-proof, or willing to pay extra for a paper that feels more premium Examples include parents with young children and law firms</p>
<p>COST STRUCTURE</p> <p><i>List your fixed and variable costs.</i></p> <p>Fixed: None</p> <p>Variable: production, advertisement, events, campaigns</p>		<p>REVENUE STREAMS</p> <p><i>List your sources of revenue.</i></p> <ol style="list-style-type: none"> 1. B2C sales of paper 2. B2B sales of paper (ex. selling to a post office) 3. Licensing deals and royalty 4. Competitions and grants 5. Crowdfunding 		



CANVAS FILL ORDER



RISK ITERATION PATH

- PRODUCT RISK
- CUSTOMER RISK
- MARKET RISK

Lean Canvas

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