

<p>PROBLEM</p> <p><i>List your top 1-3 problems.</i></p> <p>1) Remembering information long-term is hard</p> <p>2) People are unaware of scientifically proven learning methods such as active recall and spaced repetition</p> <p>3) Converting documents into flashcards or quizzes manually is time and energy consuming</p> <p>EXISTING ALTERNATIVES</p> <p><i>List how these problems are solved today.</i></p> <p>Paper flashcards</p> <p>Quizlet, Kahoot: manual creation of flashcards and quizzes online</p> <p>Quillionz: automatic quiz creation, no learning assistant</p>	<p>SOLUTION</p> <p><i>Outline a possible solution for each problem.</i></p> <p>Whyze is a personalized learning assistant that uses Natural Language Processing (NLP) to automatically convert documents into better formats such as flashcards. Users can then learn using an algorithm drawing on scientific principles such as spaced repetition.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p><i>Single, clear, compelling message that states why you are different and worth paying attention.</i></p> <p>Whyze helps users learn quicker, more efficiently and long term. It turns documents into flashcards saving time and effort and acts as a learning assistant allowing everyone to learn better.</p> <p>HIGH-LEVEL CONCEPT</p> <p><i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i></p> <p>Whyze is a personal trainer for learning. Like Quizlet, but automatic.</p>	<p>UNFAIR ADVANTAGE</p> <p><i>Something that cannot easily be bought or copied.</i></p> <p>Once fully built, the NLP model will be our unfair advantage.</p>	<p>CUSTOMER SEGMENTS</p> <p><i>List your target customers and users.</i></p> <p>University students: Mostly 18-24 years old, all genders, initial focus on medical and science students</p> <p>School students: 16-18 years old, all genders (A-Level)</p> <p>Professionals: Lawyers, actors (and other professions requiring lots of learning)</p> <p>We want to target English-speaking markets first and then expand to other languages.</p> <p>EARLY ADOPTERS</p> <p><i>List the characteristics of your ideal customers.</i></p> <ul style="list-style-type: none"> - Required to remember a large amount of information - Vocal about product - eager to learn OR have trouble learning
<p>COST STRUCTURE</p> <p><i>List your fixed and variable costs.</i></p> <p>Fixed:</p> <ul style="list-style-type: none"> - Salaries - Infrastructure - Software <p>Variable:</p> <ul style="list-style-type: none"> - Cost per acquisition (CPA), mainly social media advertisements - IT costs 		<p>REVENUE STREAMS</p> <p><i>List your sources of revenue.</i></p> <p>Direct to customer:</p> <p>Freemium model:</p> <ul style="list-style-type: none"> - Monthly subscription fee - Limited number of free projects <p>Partnerships:</p> <ul style="list-style-type: none"> - Universities - Schools - Content Providers 		



CANVAS FILL ORDER



RISK ITERATION PATH

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Lean Canvas

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