

# The Lean Canvas

Designed for:

Cleanchain

Designed by:













TeamBallo

Date:

23/11/2021

Version:

1.0

<p><b>Problem</b> </p> <ol style="list-style-type: none"> <li>1. Traceability agrifood products</li> <li>2. Cross inspections to guarantee genuinity</li> <li>3. Improvement sampling system</li> </ol>	<p><b>Solution</b> </p> <ol style="list-style-type: none"> <li>1. Blockchain data filing</li> <li>2. Data processing</li> <li>3. Algorithm for automated monitoring</li> </ol>	<p><b>Unique Value Prop.</b> </p> <p>Public chain, public transparency: the future is decentralized.</p>	<p><b>Unfair Advantage</b> </p> <p>Full blockchain tracing system together with data crossing</p>	<p><b>Customer Segments</b> </p> <p>All companies involved in the food production chain</p>
<p><b>Existing Alternatives</b> </p> <ol style="list-style-type: none"> <li>1. QRCode information mechanism</li> <li>2. Monolithic database system</li> <li>3. Sampling system services</li> <li>4. Closed proprietary blockchained based system</li> </ol>	<p><b>Key Metrics</b> </p> <ol style="list-style-type: none"> <li>1. Sum of property token</li> <li>2. Number of queries sent to Cleanchian system</li> </ol>	<p><b>High-Level Concept</b> </p> <p>Cleanchain is like a database but public, immutable and decentralized; plus it is cheap and highly scalable.</p>	<p><b>Channels</b> </p> <ol style="list-style-type: none"> <li>1. User referrals</li> <li>2. Word of mouth</li> <li>3. Marketplace</li> </ol>	<p><b>Early Adopters</b> </p> <ol style="list-style-type: none"> <li>1. Agrifood companies interested in tracing their product.</li> <li>2. Public entities appointed of supervising</li> </ol>
<p><b>Cost Structure</b> </p> <ol style="list-style-type: none"> <li>1. Software (product) development</li> <li>2. Marketing expences</li> </ol>		<p><b>Revenue Streams</b> </p> <p>Subscription to Clenchain for its services: retrieve data and data crossing.</p>		