

Business Lean Canvas

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Problem <i>The problem we are solving.</i> Excessive screen time creates a desire to disconnect, yet people often find themselves not knowing what to do in the real world caused by the “identity blackout”. There is a clear difficulty in finding hobbies that truly align with one’s individual personality, which ultimately leads back to the cycle of infinite scrolling.	Solution <i>How are we solving the problem?</i> A mobile app that utilizes behavioral mapping and the RIASEC methodology to recommend specific hobbies. The app’s key differentiator is its limited feeds, prioritizing the user’s transition from the digital environment to the practice of real-world activities.	Unique Value Proposition <i>A single, clear compelling message about why we are different and worth using/ buying.</i> The app Hob-be, seeks to promote real-world connection through science, fostering the process of self-discovery and mental health. Unlike productivity apps, Hob-be applies scientific rigor—drawing from several psychological theories developed by experts—to ensure that hobby suggestions are compatible with the user’s personal identity, with a total focus on privacy by design.	Existing Alternatives <i>Who are our competitors?</i> Screen Time apps (which only block usage without offering an alternative), generic Google searches and amateur quizzes, or niche social networks that ultimately keep the user trapped behind the screen.	Target Market <i>Which group(s) of people experiences the problem?</i> Young people and adults seeking digital balance who wish to reduce their screen time, but find themselves lacking tools that offer personalized and scientifically grounded offline activity options.
Feedback <i>How did you integrate feedback from a business professional or entrepreneur?</i> During testing and based on collected feedback, we identified the need to include more accessible and inclusive hobbies. Professional feedback also reinforced the importance of a solid bibliographic foundation to validate the recommendations generated by our app’s	Key Metrics <i>What number(s) will define our success, other than money?</i> New users downloading Hob-be, the number of reported ‘completed hobbies,’ and the average session duration (which, to align with the app’s goal, should be short to indicate that the user has moved on to practicing the activity).		Outreach <i>What repeatable, measurable ways will we get our idea in front of lots of customers?</i> Partnerships with educational institutions focused on student well-being, as well as a presence in forums debating youth mental health, and collaborations with companies interested in reducing current digital-heavy conditions.	Early Adopters <i>Who is already looking for solutions and is likely to use your app? They often provide feedback in the development process.</i> Students and young adults suffering from digital fatigue who, as a result, are seeking scientifically validated self-discovery tools.

manual algorithm.

Cost structure

What things will we buy? e.g:

- Startup costs: i.e. things to get you started that you purchase once, like computers
- Fixed: i.e. stuff you buy monthly or yearly, like wages
- Variable: i.e. things that change depending on how much you sell, ingredients, postage, anything used up in the creation of a product.
- Profit share: e.g. money donated to a charity partner.

Database maintenance, enhancements to the curation model for suggestions generated by the application's system, digital marketing focused on mental health, and operational research costs for the continuous updating of the scientific foundation.

Revenue streams

What ways will we repeatedly make money? e.g:

- Service: Time sold by the hour or day
- Membership: Access to something paid monthly / yearly
- Product: Sale of a product, online or in a physical store.

Freemium Model: providing access to basic hobby suggestions for free, alongside a Premium version featuring detailed personality reports and specialized curation of locations where hobbies can be practiced, or stores where the necessary tools for the activities can be found. In this way, we can establish partnerships with these companies to increase both revenue and the project's reach. And at the same time, maintaining our app's performance and the quality of both our core and personalized services, which sets us apart from other options on the market.

Suggested order: There are many approaches to what to fill out first. We recommend focusing on what makes sense to you first.