

# Business Lean Canvas

<p><b>Problem</b></p> <ul style="list-style-type: none"> <li>-Teenagers (12-17) are addicted to social media due to algorithm-driven infinite scrolling</li> <li>-&gt; Decreased concentration and academic performance</li> <li>-&gt; Poor sleep habits and reduced physical activity</li> <li>-&gt; Increased procrastination and screen dependency</li> <li>-&gt; Negative mental health effects (self esteem, comparison, self loathing)</li> <li>-&gt; Less real life social interaction and quality time</li> </ul>	<p><b>Solution</b></p> <p>A gamified productivity &amp; screen-control app that:</p> <ul style="list-style-type: none"> <li>-Uses a timer to limit screen time</li> <li>-Rewards users with points for staying off social media</li> <li>-Offers challenges to encourage healthy habits</li> <li>-Lets users redeem points for screen time</li> <li>-Sends notifications when time is up</li> <li>-Tracks streaks and progress</li> <li>-Personalized avatars + interactive pop-up companion</li> </ul>	<p><b>Unique Value Proposition</b></p> <p>“Turn self control into a game and earn your screen time instead of losing yourself in it.”</p> <p>Our app is different because:</p> <ul style="list-style-type: none"> <li>-It combines behavioral psychology + gamification</li> <li>-It’s not restrictive, but motivational and rewarding</li> <li>-It helps teens build discipline without feeling punished</li> <li>-It offers a personalized approach</li> </ul>	<p><b>Existing Alternatives</b></p> <ul style="list-style-type: none"> <li>-Built-in screen time tools (Apple Screen Time, Android Digital Wellbeing)</li> <li>-Productivity apps (Forest, Freedom, Stay Focused, Forfeit)</li> <li>-Parental control apps</li> </ul> <p>Weakness of competitors: they are too restrictive, boring, or easy to ignore</p>	<p><b>Target Market</b></p> <ul style="list-style-type: none"> <li>-Primary: Teenagers aged 12-17 in Western countries</li> <li>-Secondary: Schools promoting student well-being</li> <li>-Tertiary: concerned parents looking to help their child</li> </ul>
<p><b>Feedback</b></p> <ul style="list-style-type: none"> <li>-contacted Shaymaa Maher, a banking professional for feedback on cost and revenue streams</li> <li>-actively sought out our mentor, Marie-Claire Taché (a professional coding analyst) in order to better manage our programming process</li> </ul>	<p><b>Key Metrics</b></p> <ul style="list-style-type: none"> <li>-Number of users who use the app every day</li> <li>-Average screen time reduction</li> <li>-Number of completed challenges</li> <li>-Streaks</li> <li>-Points earned/redeemed</li> <li>-The frequency at which users use the app</li> </ul>		<p><b>Outreach</b></p> <ul style="list-style-type: none"> <li>-School partnerships</li> <li>-Referral system (invite friends = bonus points)</li> <li>-Instagram account for advertising</li> <li>- partnerships with local youth mental health alternatives</li> </ul>	<p><b>Early Adopters</b></p> <ul style="list-style-type: none"> <li>-Teens already aware of their screen addiction</li> <li>-High-achieving students wanting better focus</li> <li>-Teens interested in self-improvement/productivity</li> </ul>

## Cost structure

Database costs (Firebase):

- Year 1: 0\$, Year 2: x, year 3: x, year 4: x, year 5: x

Licenses (API, Apple and Google play store):

- Year 1: 124\$, year 2: 2 099\$, year 3: 2 099\$, year 4: 2 099\$, year 5: 2 099\$

Working Environment (Flutterflow Premium, computers, legal, trademark):

- Year 1: 15 100\$, year 2: 3 600\$, year 3: 3600\$, year 4: 3 600\$, year 5: 3 600\$

Continuous development (R&D, bug testing):

- Year 1: 0\$, year 2: 5 000\$, year 3: 15 000\$, year 4: 20 000\$, year 5: 25 000\$

Marketing (paid search ads, paid social ads, ASO & Creative, referral incentive, verification):

- Year 1: 4 944\$, year 2: 9 100\$, year 3: 17 700\$, year 4: 28 000\$, year 5: 28 500\$

Salaries (3 person team for the next 5 years, not full time workers):

- Year 1: 0\$, year 2: 0\$, year 3: 18 000\$ (6000/employee), year 4: 36 00\$ (12 000/employee), year 5: 60 000\$ (20 000/employee)

## Revenue stream:

The Orbitless five-year strategy scales from a local pilot to a nationwide platform, balancing aggressive user growth with increasing profitability. We aim to have increasingly various revenue streams, from partnerships with schools to Youth Health institutions. As we expand, we plan to change how many users we place into each stream. Year 1 establishes a foundation with 900 users across three schools, securing a 4% profit margin by utilizing setup fees to cover legal compliance. In Year 2, a shift toward Business to Business marketing expands the reach to 5,000 users, including a Youth Community Centre partnership, raising the margin to 11.5%. Year 3 hits 10,000 users via Ontario expansion and sports league partnerships, introducing banner ads to reach a 20.10% margin. By Year 4, the scale jumps to 50,000 users across 20 new schools, with diversified video ads driving a 43.09% margin. Finally, Year 5 targets 100,000 users by integrating with health insurers and advocacy programs. Even with school rates dropping to \$1.50 per student, maximized ad revenue secures a peak 55.85% profit margin.