

Lean Canvas - YouTube

Problem	Solution	Unique value proposition	Unfair advantage	Customer segments
<p>There's no hosting video as a service</p>	<p>Create a website devoted to amateur videos</p>	<ul style="list-style-type: none"> • The people's TV service • Watch and share video content on a single platform • Star-based rating system 	<ul style="list-style-type: none"> • Hard to recreate video hosting on a large scale • Users of this video hosting push other users to join the network 	<ul style="list-style-type: none"> • Mass market users • Amateur video bloggers • Advertisers
<p>Existing Alternatives</p> <ul style="list-style-type: none"> • ShareYourWord • Vimeo • Google Video 	<p>Key metrics</p> <ul style="list-style-type: none"> • Number of views per video • Stickiness(videos per session watched timing) 	<p>Short concept</p> <p>The next Flickr of video</p>	<p>Channels</p> <ul style="list-style-type: none"> • Founder's friends • Technology magazines • Emailing (contest with iPod Nano as a prize) • Referrals 	<p>Early Adopters</p> <ul style="list-style-type: none"> • Teenagers • College Students • Video hobbyists • Film-makers
<p>Costs</p> <p>Enlist your fixed and variable costs</p> <ul style="list-style-type: none"> • Hosting • Development • Payroll 		<p>Income</p> <p>Enlist the sources of income</p> <ul style="list-style-type: none"> • Investment • Advertising revenue (after Google purchased it) 		