Lean Canvas – Autotelic PM Game Mobile App

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
Young people are bored between Zoom classes Parents need a break from having the kids at home People need laughs and catharsis	Destroy cute characters in hilarious ways while trying to meet a quick objective in a 2-minute mobile game that lets you post highlights to social media (e.g. TikTok)	Squee-inducing characters Over-the-top cartoon violence Quick levels	The writer's sense of humor and design will make this game visually unique and hilarious	Young adults working from home Parents homeschooling and working at the same time People needing a little humorous boost
EXISTING ALTERNATIVES Doomscrolling through social media Playing the same old games again	**KEY METRICS** Daily users Return users Users completing the FTUI Microtransactions completed	**HIGH-LEVEL CONCEPT** Worms meets the exploding bunnies in Full Throttle	**CHANNELS** Google Play Apple App Store Steam/Epic Store	**EARLY ADOPTERS** People stuck at home during the Covid-19 pandemic Young adults and teenagers

COST STRUCTURE	REVENUE STREAMS
Phones to test game Cost to post on stores Rights to use software	In-game advertisement Microtransactions containing skins, new effects, emotes, screen decorations for TikTok recordings