## Swipe'd - First Canvas

PROBLEM  Unused meal credits at the end of the week  Out of meal credits by the end of the week  Cannot purchase or sell meal credits	SOLUTION  Mobile application that creates a hybrid buyer and seller community for the transferring of University meal plan credits from one party to another	UNIQUE VALUE PROPOSITION  Allow students with excess weekly meal credits to post meals for sale to make money and allow students seeking additional meal credits to browse the marketplace to purchase additional meal credits at a discounted price  HIGH-LEVEL CONCEPT  Swipe'd = StubHub for university meal credits		UNFAIR ADVANTAGE  Temple does not currently have an application or process for the transfer of meal credits  Zero competition gives us a durable competitive advantage	CUSTOMER SEGMENTS University students with meal plans Buyers: Students seeking additional meal credits Sellers: Students selling excess meal credits
EXISTING ALTERNATIVES  Students do not purchase meals from dining services  Students let meal credits become void at weeks' end  Pay full price for meals	Application downloads App store rating/customer satisfaction Difference between number of unused meals before and after app launch Amount spent on meal plan purchases (purchase lesser meal plans - utilizing app more) Number of transactions that occur in app			CHANNELS  Advertising on campus (flyers, etc)  Word of mouth  Social media (Twitter, Youtube, Instagram, Facebook, etc)	EARLY ADOPTERS  Students who run out of meal credits and are looking for a cheaper alternative to buying a meal  Students who have excess meal credits and are looking to make back money from their initial meal plan investment
COST STRUCTURE  App development/maintenance  Employee salaries  Google Play fees  Minimal advertising			Portion of each r Advertisement fe Paid listing featu Pay for posting	meal transaction ees	

Lean Canvas is adapted from The Business Model Canvas (BusinessModelGeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.