

The Lean Canvas

Problem Top 3 problems	Solution Top 3 features	Unique Value Proposition Single, clear, compelling message that states why you are different and worth buying	Unfair Advantage Can't be easily copied or bought	Customer Segments Target customers
	Key Metrics Key activities you measure		Channels Path to customers	
Cost Structure Customer Acquisition Costs Distribution Costs Hosting People, etc.			Revenue Streams Revenue Model Life Time Value Revenue Gross Margin	
PRODUCT			MARKET	

PROBLEM Rural and outer-island women in the Pacific have no access to: • Maternal & reproductive health information • Mental health support • Disability care navigation • Culturally safe, private health services Existing digital health tools are designed for urban, literate, English-speaking users and do not function offline.	SOLUTION VillageHealth Connect — an offline-capable, voice-navigated health companion for Pacific women. • Offline-first: works without internet • Voice + icon UI for low-literacy users KEY METRICS • # women reached per island • % completing a health assessment • # referrals sent to health workers • User satisfaction (voice survey) • Reduction in untreated maternal health incidents	UNIQUE VALUE PROPOSITION The only health companion designed specifically for Pacific women who have no internet, no clinic nearby, and no safe space to ask. "Your health, your language, your community — wherever you are."	UNFAIR ADVANTAGE • Co-designed with outer-island women's groups in Vanuatu & Solomon Islands • RMIT research partnership for validation • Deep community trust built through village health worker network • Content curated by Pacific CHANNELS • Community health worker training & device pre-loading • Village women's groups • Provincial health ministry distribution • Partner NGOs (UN Women, SPC)	CUSTOMER SEGMENTS Primary: • Women aged 15–49 in outer-island & rural Pacific communities • Women with disabilities Supported by: • Community health workers • Village women's groups • Ministry of Health clinics
COST STRUCTURE • App development & offline functionality build • Community co-design sessions & field testing • Voice recording in three languages • Health worker training & device setup • Ongoing content review by Pacific clinicians	REVENUE STREAMS & SUSTAINABILITY • Grant funding: Pacific digital health and GEDSI-aligned development programs (DFAT, MFAT, WHO) • Ministry of Health procurement for national rollout • NGO partnership licensing • RMIT research support for first-year evaluation Gender Equality • Disability Equity • Social Inclusion			