

Lean Canvas		Project: MeeDo	Founders: Nicola Herber & Samuele Dei Cas	Date: 28.10.2025	Version: 1.5
Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments	
<p>Organizing informal or spontaneous activities (sports, study sessions, trips, social outings) with several people is frustrating and inefficient.</p> <p>Existing platforms like WhatsApp, Facebook, and Instagram weren't built for real-life group coordination, making it difficult to manage logistics and participation.</p> <p>Result: canceled plans, social isolation, and wasted time finding participants.</p>	<p>A mobile app that lets users create, discover, and join social activities effortlessly.</p> <p>Core features:</p> <ul style="list-style-type: none">○ Create activities visible to friends, friends of friends, or everyone.○ Interactive map with filters by location, time, and category.○ Automatic group chat and smart notifications for coordination.○ Strengthen real-world connections by staying in touch through shared in-person experiences.	<p>MeeDo connects real people through real experiences discover, create, and join any kind of activity with one tap, from a casual run with friends to a concert night out.</p> <p>Built for spontaneous and planned events of every scale, turning plans into meaningful connections.</p> <p>A clean, mobile-first, multilingual experience made for everyone. Zero friction: free, simple, and instant.</p>	<p>Hybrid positioning between social networking and real-world activity coordination, filling a space where no clear global leader exists.</p> <p>Early advantage through real-world network effects: every activity creates new social links, accelerating organic expansion.</p> <p>Strategic Swiss launch in a multicultural, multilingual environment ideal for rapid validation, global scalability, and viral-growth experimentation.</p>	<p>Primary: socially active individuals aged 18–50. Students, professionals, expats, and anyone seeking meaningful real-world experiences.</p> <p>Secondary: local organizers, trainers, small event hosts, gyms, associations, and public institutions such as cities looking to promote events and community engagement.</p> <p>Also ideal for people new to a city or anyone wanting to expand their social circle and participate more actively in their community.</p>	
Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters	
<p>Spontacts initial success but remained limited to the Swiss-German region, with a complex and outdated UI/UX that restricts adoption and spontaneous usage.</p> <p>Meetup works well for structured, interest-based groups but is too slow and effort-heavy for spontaneous plans.</p> <p>Eventbrite focuses on public, ticketed events rather than informal activities.</p> <p>WhatsApp, Instagram, and Facebook are communication-first tools</p>	<ul style="list-style-type: none">• Registered users & Monthly Active Users (MAU).• Activities created per user and participation rate.• User retention (month-over-month).• Growth rate and engagement	<p>The “Strava for social life” , a simple way to create and join real-world activities with friends and new people, instantly and effortlessly.</p>	<ul style="list-style-type: none">• Social-first growth through Instagram, TikTok, and with real activity stories and user-generated content.• Viral word-of-mouth via universities, sports centers, gyms, coworking spaces, and expat hubs.• Partnerships with communities, local lifestyle media and influencers.• Live events, challenges, and giveaways to drive adoption and engagement.	<ul style="list-style-type: none">• Young expats and students in Swiss and European cities.• Fitness and outdoor enthusiasts.• People recently relocated or seeking new social circles.• Independent trainers or organizers looking for visibility.	
Cost Structure		Revenue Structure			
<ul style="list-style-type: none">• App development (React Native + Supabase backend).• Cloud hosting and infrastructure.• Marketing and promotional campaigns.• Legal and administrative setup.• Hiring (developers, community managers, growth roles).		<ul style="list-style-type: none">• Free for all users, with no invasive advertising.• Targeted visibility for small professional organizers (e.g. yoga studios, equipment rentals, trainers): paid placement in a dedicated section on the home page and on the map, naturally integrated into discovery. Ads reach only relevant users based on interests and location, offering highly effective and affordable promotion.• Premium placement for large public events (cities, sports events, festivals) through one-time sponsored features and highlighted activities.• Future expansion to commission-free ticketing once the platform reaches scale, increasing value for organizers while keeping costs low.			