



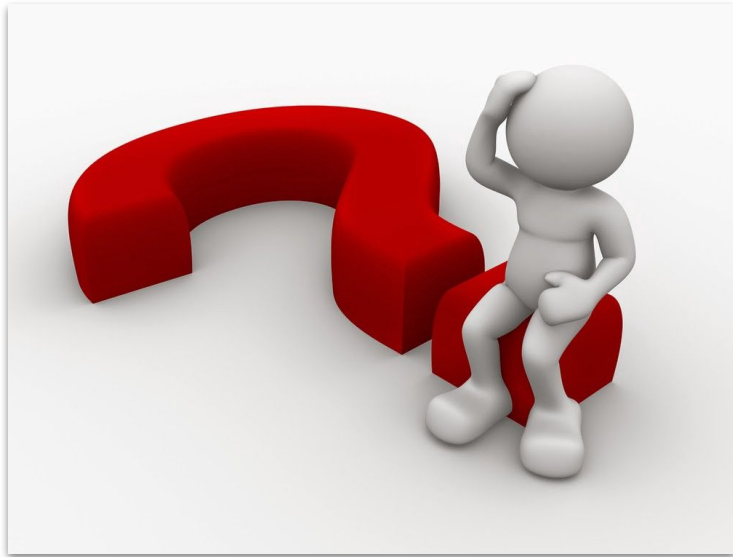
Lean Business Model Canvas

Why the Lean Canvas

- A one page business plan
vs the BMC
- Best suited to the startup process
- Simpler
- Entrepreneur focused
- Generates actionable steps

<div>PROBLEM</div> <div>List your top 1-3 problems.</div>	<div>SOLUTION</div> <div>Outline a possible solution for each problem.</div>	<div>UNIQUE VALUE PROPOSITION</div> <div>Single, clear, compelling message that states why you are different and worth paying attention.</div>	<div>UNFAIR ADVANTAGE</div> <div>Something that cannot easily be bought or copied.</div>	<div>CUSTOMER SEGMENTS</div> <div>List your target customers and users.</div>
<div>EXISTING ALTERNATIVES</div> <div>List how these problems are solved today.</div>	<div>KEY METRICS</div> <div>List the key numbers that tell you how your business is doing.</div>		<div>CHANNELS</div> <div>List your path to customers (inbound or outbound).</div>	
<div>COST STRUCTURE</div> <div>List your fixed and variable costs.</div>		<div>REVENUE STREAMS</div> <div>List your sources of revenue.</div>		

Problem



You don't have a product or service to offer if you don't have a problem to solve. What is that problem and why is it a problem?

Customer Segments



Who are the people these problems affect and how are they affected?

Are they a niche, mass or diversified market? B2B or B2C?

Develop customer personas

Solution



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What do the customers want?

Have you asked them?

What solution are you proposing?

Is that what they want?

Co-create with your customers

Unique Value Proposition



Why should these customers buy from you in particular?

Why should they pay attention to you?

What makes your solution different from the others?

Channels



How will you reach your customers to deliver your services to them?

How can you get access to your customers that ensures you continually learn from them?

Your customer persona also helps here

Cost Structure

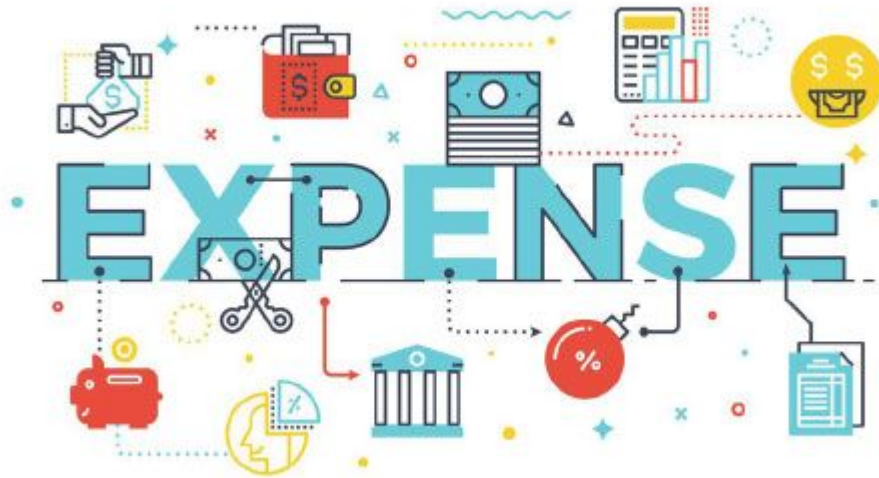


What is the cost of delivering your UVP?

What are the costs of running the business?

What will it cost me as the founder?

Economic profits?



Revenue Streams



How will you get money from your offering and your activities?

Which revenue model are you using?
Recurring or one-off/transaction.

What else aside your core offering
can generate revenue?

Your price should match their pain

Key Metrics



1. Qualitative
2. Quantitative
3. Comparative
4. Competitive

Unfair Advantage



Anything that can be copied will be copied, including features, marketing copy, and pricing. Anything you read on popular blogs is also read by everyone else. You don't have an "edge" just because you're passionate, hard-working, or "lean." The only real competitive advantage is that which cannot be copied and cannot be bought - Jason Cohen

Swatcher Lean Canvas

The Problem

Searching for the Right Colors:

Designers have trouble finding the perfect color. This struggle often lead to frustration or imperfect products.

Existing Alternatives

Online websites offer the ability to detect HEX codes from uploaded images to help creators find better colors and complimentary hues.

Your Solution

More Efficient Color Detection

- Instant HEX detection
- Color suggestor
- Community of creators

Key Metrics

Download and Conversion

We track the amount of downloads per day and conversions to paid members.

Unique Value Proposition

A Clear and Compelling Message

Our app pairs accurate and instant color detection with inspirational features that help decorators and designers create the "perfect" product. Color recommendations provide complimentary colors that will make the hues of websites and homes look harmonious. It is a powerful tool that helps anyone, from beginners to professionals, design beautiful material on any medium.

High Level Concept

A multi-device HEX code detector and color recommender for creators.

Unfair Advantage

Innovative Technology

Our technology that gives user instant color HEX code detection. This efficient feature combined with color suggestions makes us a complete package for creators.

Channels

Ads and Feedback

- Social Media
- Monthly Surveys

Customer Segments

Creators

- Graphic Designers
- UI Designers
- Film Makers
- Interior Designers

Early Adopters

UI designers will most likely use the product to find matching colors and apply everyday colors to their products.

Cost Structure

Launch costs, variable costs, and advertising

- 38% launch costs (basic app build)
- 37% variable costs (sustaining the app, debugging, etc.)
- 25% marketing costs (online ads, social media promotion)

Revenue Streams

Advertisement, member upgrades, and future growth

We expect to operate at 17% profitability. Other apps will place ads on our product (80% revenue). Paid members can disable ads and access new features (20% revenue). We hope to add more apps to accompany Swatcher.