

BrovaH Business Model Canvas

Key Partners

What are your key partners to get competitive advantage?

- Group of technical & business partners.
- Clothes Stores and Retailers
- Developed ourselves to be a team join the hackathon to help people to #StayAtHome due to the COVID-19 pandemic.

Key Activities

What are the key steps to move ahead to your customers?

- Helping people through facilitate their needs for clothes shopping every season during the COVID-19 pandemic.
- Isolation of wellbeing & reducing the spread of COVID-19 virus due to crowding out while clothes shopping in malls and clothing stores.

Value Propositions

How will you make your customers' life happier?

For Consumers:

- BrovaH clothes marketplace (Mobile & Website).
- Recommendation System for fashion style.
- can search for a personal style by uploading image.
- Online Clothes Brova.
- Customers buy clothes & make orders online from BrovaH marketplace.
- Email or SMS subscription for new added fashion styles.
- Perks & Benefits for receiving new offers/promotions (Set by retailers)

For Retailers:

- Clothes Stores and Retailers can sell their products via BrovaH marketplace.
- Business Marketing/Advertising for Retailers.

Customer Relationships

How often will you interact with your customers?

- Onboard local clothes retailers.
- Maintain retail relationship.
- Consumer Awareness and Recommendation.
- Ensure Ease of use.
- Ensure advantages are honored.

Channels

How are you going to reach your customers?

- Web or Mobile App sales of clothes via BrovaH marketplace.
- Referral system (invitations made by loyal users).
- Integration with Clothes Stores and Retailers

Customer Segments

Who are your customers? Describe your target audience in a couple of words.

Consumers :

- People who used to go for clothes shopping every season but staying at home (shopping and Brova from home) due to covid19 pandemic.

Retailers:

- Clothes Stores and Retailers

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- UX & UI Designers
- Mobile Back-End Developers
- QA Testers
- Deploying & Hosting Services
- Machine Learning Engineers

Key Resources

What resources do you need to make your idea work?

- Human resources (Software developers & ML Engineers).
- Physical assets (servers, computers with high computational performance, high speed Internet connection).

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- Direct sales of clothes via BrovaH marketplace.
- Annual Subscription Fees