

# Lean Canvas Model

Startup Name

Riad artisan

Founder Name

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Version

V1

## Problem

Lack of direct access for artisans and handicrafters to local and international markets.

## Solution

Digital marketplace platform that connects artisans and handicrafters directly with consumers in local and international markets, offering a wide range of handcrafted products and more.

## Key Metrics

Conversion rate, customer satisfaction ratings, repeat purchase rate, number of artisan partnerships.

## Unique Value Proposition

A marketplace for artisans where they can sell on the platform as authentic, high-quality Moroccan artisanal products with transparent sourcing, storytelling, and culturally immersive experiences, directly from the handicrafters.

## Unfair Advantage

Direct connections with artisans and exclusive access to their products, providing full digital experience with all the need solution like mobile app and web app for both customers and buyers and more

## Channels

Online marketing, social media advertising, influencer partnerships, participation in trade shows and events.

## Customer Segments

Artisans or handicrafters based in Morocco who utilize the platform and the mobile app to showcase and sell their hand-crafted products.

Affluent consumers all around the globe for example the United States, France, Spain, Italy, and Germany interested in unique, ethically-made handicrafts with a cultural connection.

## Cost Structures

Platform development , testing , deploying and maintenance, marketing and advertising expenses, operational costs, logistics and shipping fees.

## Revenue Streams

Commission fees on product sales and shipment fees , premium membership subscriptions for artisans, sponsored content and advertising, partnerships with brands and retailers.