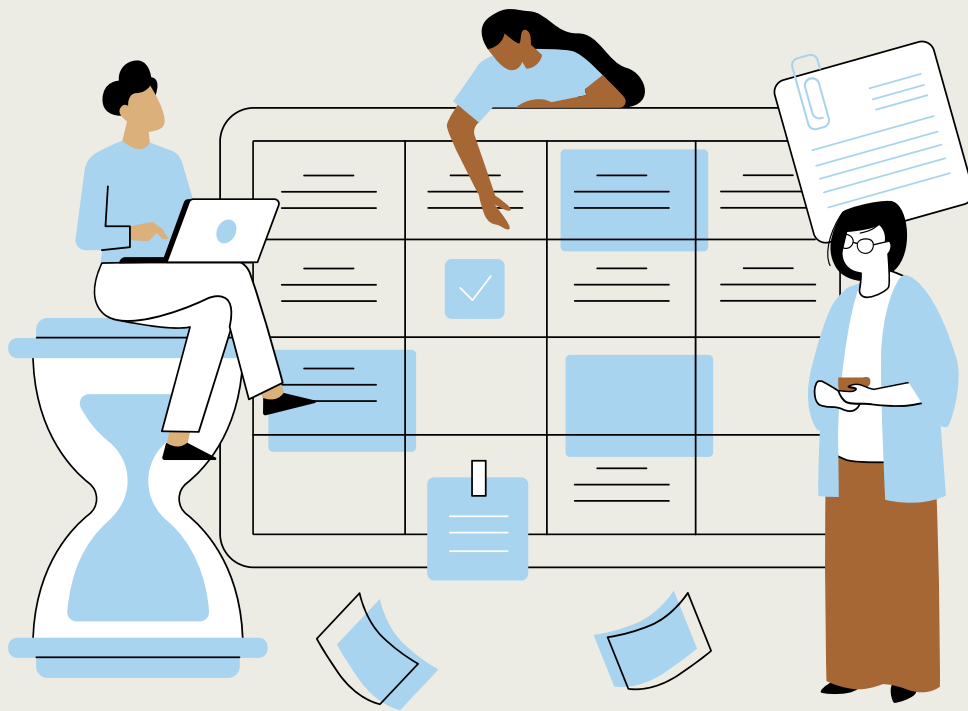


BRAND DEVELOPMENT *Management*



GABIJA PODERYTE (212683)
EMMA VAN LOON (212803)
KATERINA PLAMENOVA (212454)

LEAN CANVAS:

Problem:

The two biggest problems that jumped out from the gathered insights was understanding of the legal system in the Netherlands, confusion on how to fix insurance, taxes, registration and just understanding of laws and fines. The second problem was housing and trying to figure out whether landlords were scammers or not. And just confusion what kind of documents people need to have when they come to the Netherlands. These are big challenges when people are moving to the Netherlands and so far they just do a lot of research to figure out these things themselves, or ask friends/dutch coworkers or classmates, read information on Facebook groups etc..

Solution:

Legal system and questions easily explained when using our service. Checklists of paper-works you need to have when coming to the Netherlands provided by our assistants and adapted to your situation or the country that you are coming from. Easy and fast communication with a reliable person who can help you with any information or paperwork to make sure you have everything you need.

Customer segments:

Our target customers are expats that live in the Netherlands, working or studying, age from 18-30. Especially new arrivals within the first 12 months. Expats that just arrived in the Netherlands and struggle to deal with all the paperwork while moving and adapting in the new culture at the same time. They have to look for information through multiple media platforms and it is exhausting because they don't speak Dutch and government websites provide very general information and in difficult terms.

Unique value proposition:

Forget about missing information, getting a fine for something you didn't know existed and searching information through multiple media platforms. All questions can be answered in one app as well as you won't have to think about the paperwork anymore but just enjoy your transition and new culture.

Unfair advantage:

Easily answered questions within a few minutes and your problems and stress will be solved. You can contact your assistant quickly through the website to list your concerns and they will take the work from there!

Channels:

We will use social media to reach our consumers from all over the world, we will use platforms such as Instagram, Facebook and LinkedIn, because these platforms have a great fit for our target audience. We will consistently post on these platforms and promote as much as possible. We will also buy Semrush - a programme that helps you market your product in the best way possible and it has a lot of tools that could help us reach as much people as possible. Moreover, will also do wild posting in the streets of the Netherlands, advertise on the bus stops, do PR at different universities and job fairs.

Key metrics:

Business success measured by monthly visitors to the website, buyers of our service - 3 different packages available, engagement on social media platforms, and questions asked in the messages from people that are interested in getting our service.

Cost structure:

We will need at 5 assistants who are experts in different fields and will be working to assist our customers (They will be paid 2000 euros each per month), we will also hire a Project Manager to manage everything (He will be paid 3000 € per month), part-time Marketeer will help us with social media and advertising as well as PR projects (He will be paid 1, 000 € per month), we will also rent an office which will cost 433 € monthly, therefore we will need Internet speed of 100 Mb/s which will cost 50 € monthly, we will rent 5 Laptops for assistants to work on and it will cost 199,5€ per month, telephone plan (no data; unlimited calling) 8 € monthly, Advertising (Semrush Guru) advanced package 229,95 € monthly. And the total will be: 6920,45 € per month.

For the variable costs we only need app creation (with possible updates), however one of the founders is an experienced website designer and will undertake this task and therefore, we save money.

Revenue streams:

Costs per information provided: 1.50 €, costs for paperwork provided : 20 € (whether it's a document they need help making or understanding), Personal assistant: 50 € (Each person can get a personal assistant who can help them with anything possible. It will be a like a buddy in the Netherlands. We believe many people will prefer this option, especially in their first month in the Netherlands. To be profitable we need more than 140 people per month using our service.

Link to calculations: https://edubuas-my.sharepoint.com/:x:/g/personal/212803_buas_nl/EWSOEzZmdGxlpXdaD-qPSO4Bvg6lrd_Nl2gwd9wtKKi09w?e=4%3AYdK6WX&at=9&CID=f79cdf37-5a9c-1dc8-7537-eec618cf7ce4

Service:

Beyond Borders is a brand made for Expats to make their transition to the Netherlands as smooth as possible. We understand that moving to another country can be very exciting but it also requires a lot of paperwork and stress. You not only need to move your belongings to a new country but also your documents like insurance, registration, working visa and so on... And it can be quite confusing to understand new rules and regulations in a new country, therefore we are here to help! Expats can use our service to ask questions, to get help for understanding any paperwork or we can even do it for them, we provide personalised checklist and even personal assistants.

First version of Lean Canvas

<p>PROBLEMS:</p> <ul style="list-style-type: none">• It is difficult for expats to socialize and find friends• Expats need help with translating certain documents• Lack of knowledge about the legal system, fines and scammers.• Struggle to find reliable housing and how to know that your landlord is not a scammer (even with gas prices)	<p>SOLUTIONS:</p> <ul style="list-style-type: none">• Help expats find communities and socialize.• Easy and fast communication with a reliable person who can help you with any questions.• Help to translate their documents to English	<p>UNIQUE VALUE PROPOSITION :</p> <ul style="list-style-type: none">• Finding friends can become easier than ever and socializing of expats will increase drastically• All questions can be answered in one app as well as you won't have to translate the paperwork on your own anymore but just enjoy your transition and new culture.	<p>UNFAIR ADVANTAGE:</p> <p>Easily answered questions within a few minutes and your problems and stress will be solved. 24/7 service available. You can contact your assistant quickly through the website to list your concerns and they will take the work from there.</p>	<p>CUSTOMER SEGMENT:</p> <p>EXPAT STUDENTS that live in THE NETHERLANDS, working or studying, age from 18-30. Especially new arrivals within the first 12 months.</p> <p>EARLY ADOPTERS:</p> <p>Non-dutch spoken people who just came to the Netherlands and struggle to socialize and start their new life in a foreign country.</p>
	<p>KEY METRICS:</p> <ul style="list-style-type: none">• Business success measured by monthly buyers of our service - 2 different packages available.• Visits to the website and messages on social media.		<p>CHANNELS:</p> <p>We will use social media platforms such as Instagram, Facebook and Facebook groups, LinkedIn to reach our customers . We will buy Google ads, we will also do wild posting in the streets, advertise on the bus stops, do PR at different universities and job fairs.</p>	
<p>COST STRUCTURE:</p>		<p>REVENUE STREAMS:</p> <p>Revenue model: subscriptions per month. Pro subscription is 40 euros.</p>		

PROBLEMS: <ul style="list-style-type: none">• Confusion on what legal documents people need to get when they come to the Netherlands (insurance, registration, bank etc..)• Lack of knowledge about the legal system, fines and scammers.• Struggle to find reliable housing and how to know that your landlord is not a scammer (even with gas prices)	SOLUTIONS: <ul style="list-style-type: none">• Legal system and questions easily explained.• Checklists of paper-works you need to have when coming to the Netherlands .• Easy and fast communication with a reliable person who can help you with any questions.	UNIQUE VALUE PROPOSITION : <p>Forget about missing information, getting a fine for something you didn't know existed and searching information through multiple media platforms. All questions can be answered in one app as well as you wont have to think about the paperwork anymore but just enjoy your transition and new culture.</p>	UNFAIR ADVANTAGE: <p>Easily answered questions within a few minutes and your problems and stress will be solved. You can contact your assistant quickly through the website to list your concers and they will take the work from there.</p>	CUSTOMER SEGMENT: <p>EXPATS that live in THE NETHERLANDS, working or studying, age from 18-30. Especially new arrivals within the first 12 months.</p>
	KEY METRICS: <ul style="list-style-type: none">• Business success measured by monthly buyers of our service - 3 different packages available.• Visitors and engagement on social media platforms.• Visits to the website and messages on social media.		CHANNELS: <p>We will use social media platforms such as Instagram, Facebook and Facebook groups, LinkedIn to reach our customers .</p> <p>We will buy Semrush - a programme that helps you market your product in the best way possible, we will also do wild posting in the streets, adversite on the bus stops, do PR at different universities and job fairs.</p>	EARLY ADOPTERS: <p>Non-dutch spoken people who just came to the Netherlands and struggle to understand all the information given in the government website.</p>
COST STRUCTURE: <p><u>Fixed Costs:</u></p> <p>Project manager: 3, 000 €</p> <p>5 Assistants: 2,000 €</p> <p>Marketeer (part-time): 1, 000 €</p> <p>Internet speed of 100 Mb/s: 50 €</p> <p>Telephone (no data; unlimited calling): 8 €</p> <p>Rent of 5 Laptops: 5 x 39.90 €</p> <p>Office Rent: 433 €</p> <p>Advertising (Semrush Guru): 229,95 €</p> <p><u>Variable costs:</u></p> <p>App creation (with possible updates): 0 €</p> <p>TOTAL: 6920,45 €</p>		REVENUE STREAMS: <p>Costs per information provided: 1.50 €</p> <p>Costs for paperwork provided: 20 €</p> <p>Personal assistant: 50€</p> <p>To be profitble we need: 140 people per month to buy the service of 50 euros.</p>		