

# BizBit

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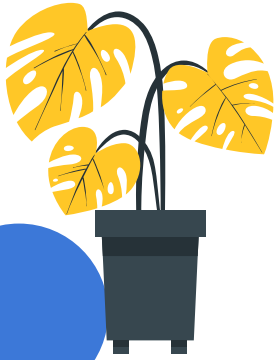
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## Prompt

How might we think beyond banking to create meaningful solutions that make Canadian lives better?





# Small Businesses



## Meet Frank

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- Father of 2 Daughters
- Entrepreneurial Spirit
- Working a 9 - 5 office job
- Passion for Cooking

# Getting Started

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- Quit his 9 - 5
- Opens a business account at **RBC**
- Did more market research
- Found a location for his shop!





## One Year Later

- Lots of overhead costs
- Doesn't know how to balance supply and demand
- Not properly documenting his finances

# One Year Later

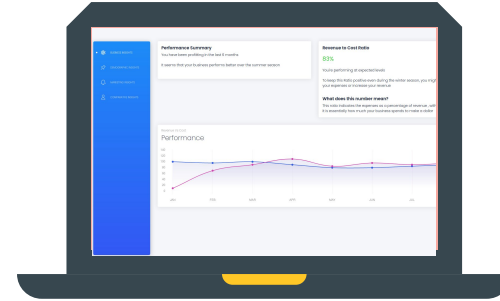
- Lack of Centralized Support
- Doesn't know how to increase revenue
- Considering closing down



# Our Solution: BizBit



**RBC POS System for  
Small Businesses**



**Smart Dashboard to  
Synthesize Data**



# Our Solution

## The Small Business Struggle

Small businesses make up  
**97.9 %** of economy

## Helping reach their potential

Leveraging user data to  
explore untapped markets

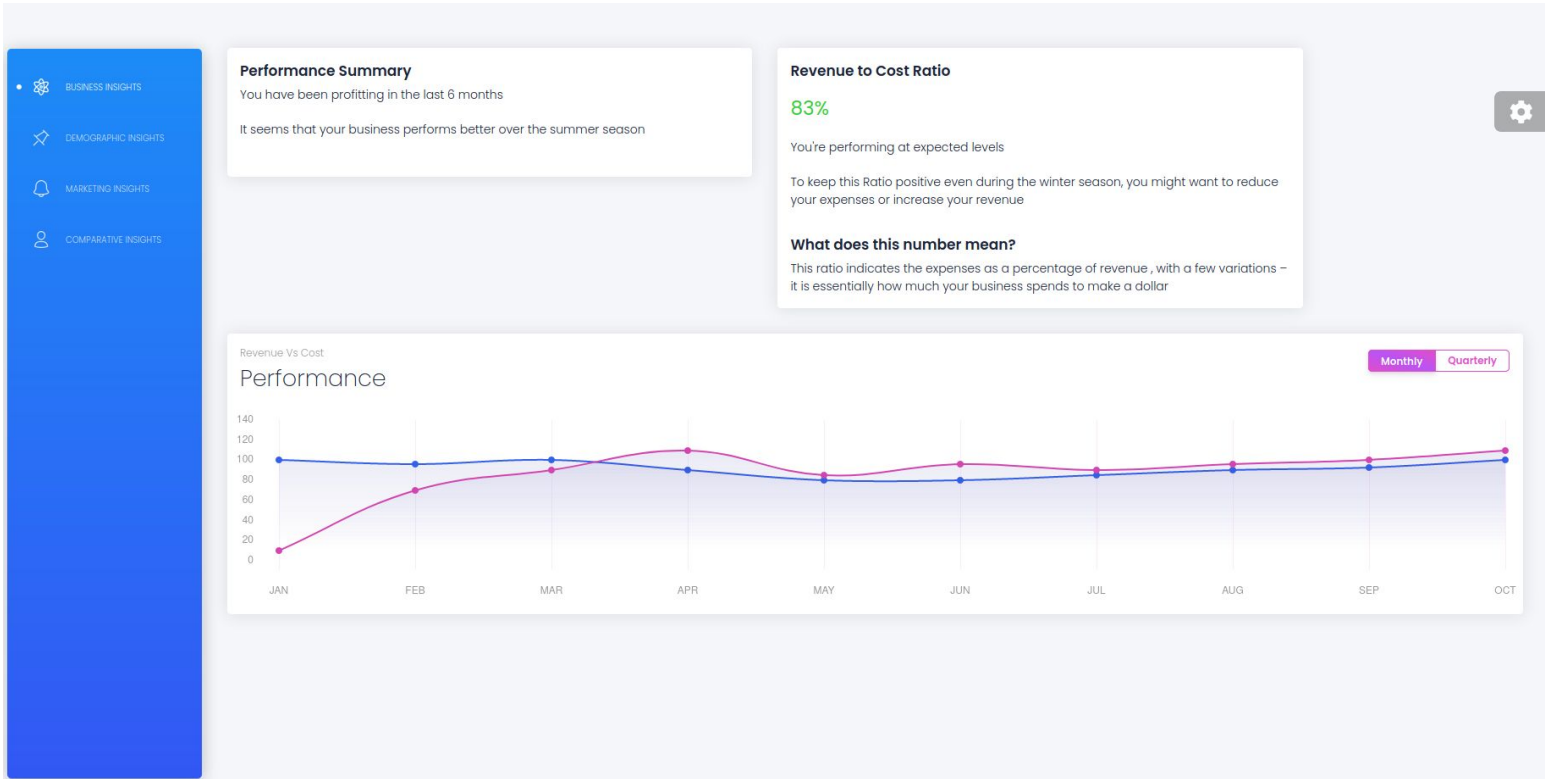
## POS System

Integrated with RBC Small  
Business Bank Account

## Impact on RBC

Small Businesses are more willing to use a feature that is  
added to an ecosystem they are comfortable with

# Business Insight



# Demographic Features

BUSINESS INSIGHTS

• DEMOGRAPHIC INSIGHTS

MARKETING INSIGHTS

COMPARATIVE INSIGHTS

## Summary

Synthesis of revenue compared to demographic is increasing

## Target Audience

45% of your target audience is within your location

Most of your customers identify as male

Your target age group is between 21-30

## Location Summary

Walk Score: 86

Transit Score: 77

Accessibility: Low

## Consumer Breakdown



# Competitive Features

BIZBIT / COMPARATIVE INSIGHTS

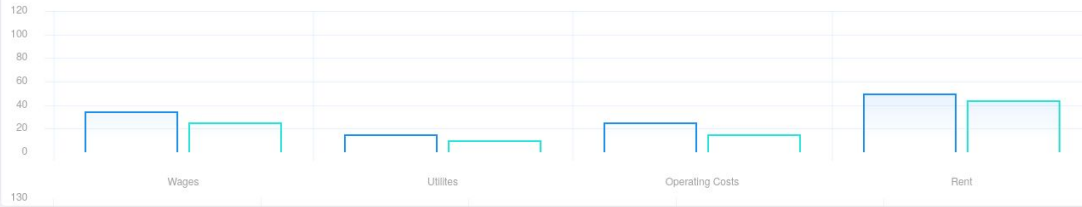
BUSINESS INSIGHTS

DEMOGRAPHIC INSIGHTS

MARKETING INSIGHTS

• COMPARATIVE INSIGHTS

## Cost breakdown



## Comparative Summary

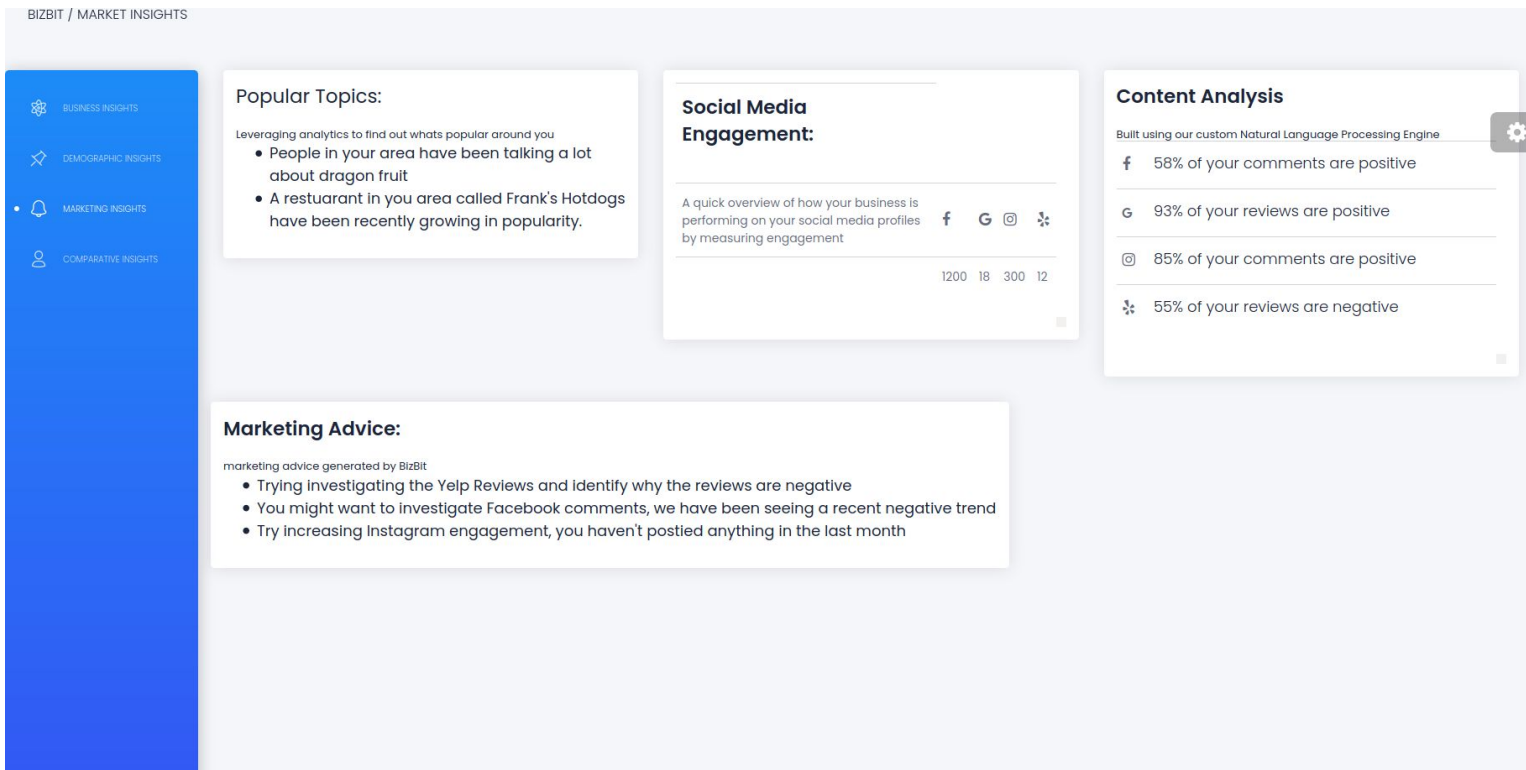
- It seems you are spending more on costs than average businesses around you
- businesses around you that target repeat customers seem to be more successful than businesses that don't

## Customer Retention

We compare your customer retention rates with similar businesses around you

It seems that you have fewer frequent customers around you compared to the average business around you.

# Marketing Analytics



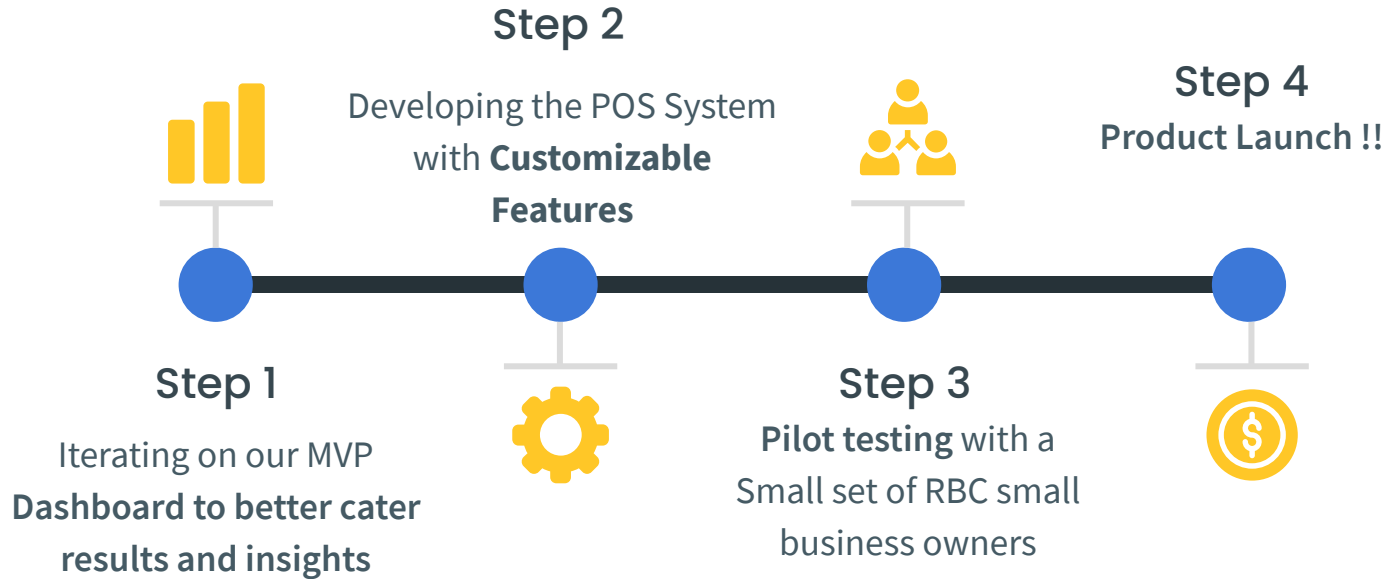
# Helping Frank Succeed



# Competitive Analysis

	POS System	Dashboard	Summary of Sales	Customer Directory	Customer Demographic Insights	Expenses and Income Tracking	Analytics on your area
RBC	✓	✓	✓		✓	✓	✓
Square	✓	✓	✓	✓			
Moneris	✓	✓	✓				

# Next Steps







Any  
Questions?

# Frank's Pain Points

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- **Mismanaging money due to the lack of Experience**
  - Lots of overhead costs
  - Didn't know how to balance supply and demand
  - Not properly documenting his finances
- **Lack of Centralized Support and Jargon**
  - Seminars, Books, Online Courses
  - Difference between theory and application
- **Unable to reach their Target Market**
  - Don't know how to increase income