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| **TECHSWAPSHOP** | **LEAD CANVAS** |  | | | |  |  |  |
| (with E-Commerce) |  |  | | | |  |  | |
| **Problem** | **Solution** | | **Unique Value Proposition** | | **Unfair Advantage** | | **Customer Segments** | |
| 1. Hard to dispatch old used items 2. Difficulty of searching for items outside of electronics shops | 1. Donate or sell to our shop 2. Real-time item-trading with other users 3. Get points/money for unused items | | Users are not only able to buy & sell; they can also swap items with other users. | | | The Trading Part aside from E-Commerce | Everyone who are interested with computers. Regardless if they are beginners or expert, they will have good platform to start with. | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | **Channels** | **Early Adopters** | |
| Online Shopping  Cashier-less processing (Overseas) | Apps installed  Items sold on Ecommerce  Donated Items | | Like any other E-Commerce  (Amazon, Best-Buy) but with  swapping option. | | | PR  Referrals | Tech-savvy users | |
| **Cost Structure** | | | | **Revenue Structure** | | | | |
| App Designing and development  Marketing, PR costs  App Maintenance | | | | E-Commerce profit on Buy & Sell | | | | |
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