

CheckPlease Business Model Canvas

Designed for:

Jonas Nordin

Designed by:

Group NWA

Date:

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Version:

1.2

Key Partners

The primary data will be supplied by our stakeholder Jonas Nordin. He will help guide the project to his liking.

Ideally, Kivra's API can help source his receipts.

A partner is also needed to convert the receipts from pdf to text fields. We are currently looking at APIs from Google Cloud Vision to achieve this.

Key Activities

Problem solving is going to be a main activity. Programming comes with a heap of problems to be solved making it the lengthiest part of the creation process.

We are working tightly together with our stakeholder to ensure that only the most relevant functionality is developed. Networking will be a later activity used to create a customer base and allow for word-of-mouth marketing.

Key Resources

Human capital is at the heart of our operation. But the team's developers will need the right tools for gathering and presenting the receipt data according to our stakeholder's needs.

Value Propositions

The primary value for our customers lies in accessibility and usability.

With this service, customers no longer need to save their physical receipts and can instead store them online where information is aggregated and enhanced.

Moreover, customers will be able to export this information to XML allowing them to incorporate it into their other digital bookkeeping activities. This removes the painstaking process of manually formatting receipt information.

Customer Relationships

We keep a close relationship with our stakeholder with whom we discuss future development of the service.

Our future relationships with other customers will have to be of a more transactional nature. Thus ensuring that general customers will not avert focus from our key stakeholder.

Channels

Targeted online ads could help build an initial customer base of superusers, but they are expensive. A free version of our service could also be provided to easier penetrate the market. In later stages, word-of-mouth will help spread CheckPlease to new market segments.

Customer Segments

Our primary customer is Jonas Nordin as he is the stakeholder in this project. However, our product does cater to a niche market. This market being people who want to digitally store and handle their purchasing information.

Examples of customers are:

- People who want a more comprehensive overview of their private economy.
- People who want to keep track of their groceries through a semi-automated system.
- People who want to access all their receipts in one convenient place.

Cost Structure

7.5 hp = 200 hours of work. Seven team-members and one stakeholder are therefore expected to cost somewhere around 1500 hours' worth of work in total. This cost is deemed to be fixed. There also exists a variable cost in server upkeep for our website and database. Initially, the highest cost will be that of developing key features and taking CheckPlease to market; but with further growth the variable costs might overshadow this initial investment.

Revenue Streams

CheckPlease would follow a subscription-based model with a free version, or a free trial, being available for customers to try out the service before fully committing. The subscription will be our only revenue stream.