

PCREC canvas - PCREC canvas

PROBLEM PC building may be confusing PC building is hard for new people Picking components is confusing and time consuming No mobile apps for these	SOLUTION Easy solutions/directions Ease of use Prepicked components for the maximum budget Mobile app supported	UNIQUE VALUE PROPOSITION Oriented around new techy people who wish to build a PC for a certain budget. HIGH-LEVEL CONCEPT	UNFAIR ADVANTAGE Hasn't been done before Mobile App Fast recommendations	CUSTOMER SEGMENTS Meant for fairly inexperienced people that wish to get into PC building or gaming. EARLY ADOPTERS New people who wish to build a PC.
EXISTING ALTERNATIVES pcpartpicker.com	KEY METRICS How many people use the app on a monthly basis How many times the services are being used		CHANNELS Advertisements Recommendations Friends Spreading the word	
COST STRUCTURE Learning and programming taking time Advertising and spreading the word			REVENUE STREAMS Ads on the website/app Hired services	

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