AR Graffiti

Business Model Canvas

Key Partners

AR hardware providers
+
Creative communities and digital artists
+
Cloud service providers
+
Application Stores
+
Event organizers & cafés (activation partners)

Key Activities

- AR app development
- Server Management
- Community engagement
- R&D of new features
- Partnerships with creative hubs & brands

Key Resources

Tech: AR libraries, Cloud infra, Content moderation

People: Skilled dev & design team

Network: Artist & brand partnerships
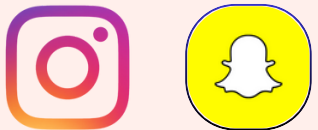
Competitors

Value Propositions

Core Value: 🎨✨
Safe, fun self-expression in public spaces

Emotional Value: 🤝❤️
Belonging & recognition in creative communities.

Functional Value: 📁🎮
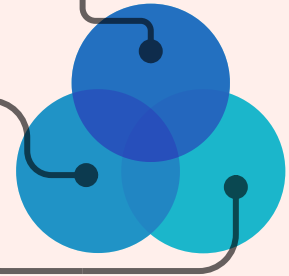Portfolio-building, viral sharing loop, gamified AR tools.

Customer Segment

Young Creators and Students (18–25 yrs):
Want fun, safe expression & visibility

Tech Enthusiasts:
Want to experiment, build reputation

Digital Artists (25–35 yrs):
Want portfolio & monetization

Customer Relationship

- AR graffiti challenges
- Creating communities
- Easy-to-use Interface
- Maps & leaderboards
- Reputation System

Channels

1. Instagram AR Reels
2. Influencer/artist Collabs
3. Campus ambassador reach
4. QR drops in cafés & art fests

Cost Structure

Payroll (dev, design, community team)

App **development** & updates

Cloud hosting and server costs

Marketing & creator **partnerships**

Revenue Streams

Freemium Model	In-app purchases: Special AR brushes & 3D graffiti packs
Sponsor servers	Premium Subscription: Exclusive AR zones & private collab rooms

Phase 1 (0 - 12 months)

MVP Launch: AR doodling + private server

Pilot in 2 colleges: Test product-market fit

Focus: UX stability, engagement, early community

Target: 3–5k active users
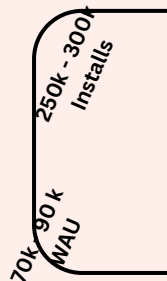
50k - 70 k Installs

15k - 20 k WAU

Phase 2 (12 - 24 months)

App Store (freemium): Tier-1 cities youth

Creator seeding: Collabs, UGC growth

Partnerships: Cafés, local events, brands

Target: 5–10% urban youth adoption

250k - 300k Installs

70k - 90 k WAU

Phase 3 (24 - 36 months)

Expansion: All major Tier-1 cities

Advanced features: AR glasses, AI doodles, collab tools

Monetisation: subscriptions, sponsored AR ads, IAPs

Target: 5-6% of national youth & enterprise dashboards

KPIs and Metrics

| Category	Metric	Calculation	Why It matters
North Star	Weekly Active Creators	(Users placing or engaging with AR doodles weekly) / (TAU)	Displays if we're consistently driving creative activity & community value.
Activation	Activation Rate	(Users who create first doodle) / (Total new sign-ups)	Indicates onboarding clarity and first-time value delivery.
Engagement	Week-1 Retention	(Users active in Week 1) / (Users signed up in last 7 days)	Early sign of stickiness and predicts longterm retention.
Monetization	ARPU	(Total revenue) / (Total active users)	Measures average user value and monetization strength.
Efficiency	CAC	(Total marketing spend) / (New paying users)	Critical for scaling as it shows acquisition efficiency.

Growth and Scalability Plan

90-Day Growth Plan Checklist

◯ Launch MVP in at least 2 colleges 🎯

◯ Optimize activation to retention funnel 📈

◯ Run 2 creator seeding campaigns 🌱

◯ Close 1 sponsorship deal 💼

◯ Host 5 high-impact campus contests 🏅

Risks	Mitigation Strategy
Content misuse (spam/offensive)	**Geofencing**, filters, AI + human **moderation**
High infra structure **costs**	**Caching**, cap free use, usage-based **scaling**
Low premium **conversion**	**A/B test** bundles, add creator **marketplace**
Early Adoption **plateau**	**Campus** activations, viral challenges, **collabs**

Cost Structure (in Lakhs)

Cloud Infrastructure   **Payroll**
Marketing and CAC   **R&D**
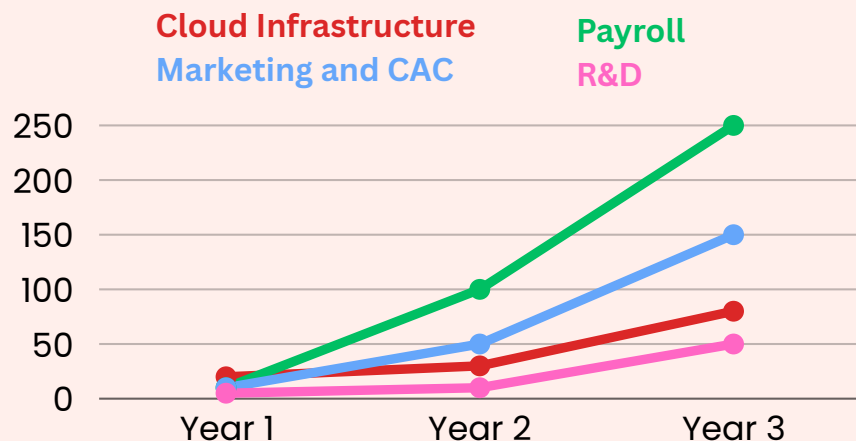
Revenue Stream

1. **Freemium** – Free graffiti with limited sharing
2. **Premium** – ₹399/month for tools, effects, AR glasses support
3. **In-App Purchases** – Brushes, tags, animations, AR stickers
4. **Campaigns & Servers** – Cafes, events, creative zones
5. **Future Marketplace** – Commission on digital art sales
6. **Sponsored Spaces** – Brands lease out augmented wall space via us as brokers

Wireframes
Server Cost

Projected Financials

Shared Assumption

Business Model: Freemium + in-app purchases + subscriptions + brand sponsorships + servers cost
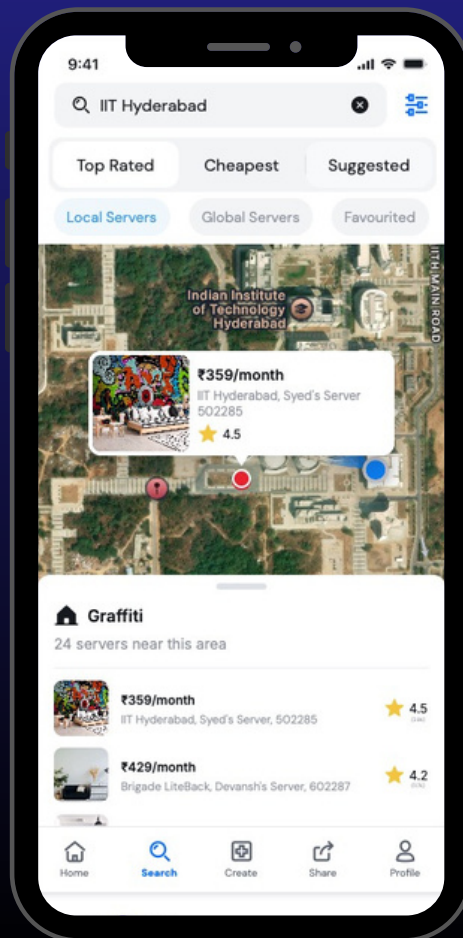
Conversion Rate: 2–3% free → paid

Subscription: ₹399/month

IAP: Avg. ₹149/transaction (stickers, brushes, effects)

Sponsorships: ₹3–10L early, scaling to ₹1Cr+ by Year 3

CAC: ₹100–200

3 year Financial Projections (Rough Estimate)

Year	Revenue	Costs	EBIT
Y1	₹0.39 Cr	₹0.45 Cr	-₹0.06 Cr
Y2	₹1.54 Cr	₹1.9 Cr	-₹0.36 Cr
Y3	₹6.8 Cr	₹5.3 Cr	+₹1.5 Cr