Key Resources

Development and design team.

Servers and cloud infrastructure.

What resources will you need to run your activities? People, finance, access?

Partners + Key Stakeholders

Technology Partners: Cloud service providers (e.g., AWS, Google Cloud).

Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?

Key Activities

Developing and maintaining the platform.

Marketing and promoting the service.

Providing customer support and training.

Collecting and analyzing user feedback.

Partnering with

What programme and non-programme activities will your organisation be carrying out?

Type of Intervention

Digital Tool: A web and mobile-based platform for time and task management.

What is the format of your intervention? Is it a workshop? A service? A product?

Channels

Website: Primary platform for onboarding and subscriptions.

Mobile Apps: iOS and Android apps

How are you reaching your beneficiaries and customers?

Segments

Beneficiaries

Individuals: People seeking personal productivity tools.

Small Teams: Teams needing collaboration features.

Who are the beneficiaries?

Customers

Primary: Individuals and small teams.

Secondary: Startups,

Who are the people or organisations who will pay to address this issue?

Value Proposition

Social Value Proposition

Ease of Use: Simple and intuitive interface.

What is your social value proposition?

Impact Measures

User Growth: Number of active users and downloads.

How will you show that you are creating social impact?

Customer Value Proposition

For Individuals: Simplify daily tasks and improve time management.

What do your customers want to get out of this initiative?

Cost Structure

Surplus

Revenue

Development Costs: Salaries for developers and designers.

Infrastructure Costs: Servers, cloud storage

What are your biggest expenditure areas? How do they change as you scale up?

Reinvested: Funds reinvested into platform development

Where do you plan to invest your profits?

Subscription Plans: Monthly or annual fees for premium features.

Freemium Model: Free basic version with

Break down your revenue sources by %