

## BetterShopping - BetterShopping

<b>PROBLEM</b> It's difficult to find the cheapest prices. People don't have time to do the research.	<b>SOLUTION</b> An app that searches for the cheapest prices around your area and calculates which store is the best for the user.	<b>UNIQUE VALUE PROPOSITION</b> The app is supported in Estonia.	<b>UNFAIR ADVANTAGE</b> No other similar service in Estonia.	<b>CUSTOMER SEGMENTS</b> Young to middle age people who do shopping.
	<b>KEY METRICS</b> How many price calculations are done per day. How many products do people look up per day. How many people open the app per day.		<b>CHANNELS</b> Students in this lesson. Social media. Friends, etc Ads	
<b>EXISTING ALTERNATIVES</b> Google the prices. Similar services in other countries.		<b>HIGH-LEVEL CONCEPT</b> The best prices around you in Estonia.		<b>EARLY ADOPTERS</b>
<b>COST STRUCTURE</b> Web hosting. Development. App publishing cost. Advertisement.			<b>REVENUE STREAMS</b> Advertisement. Premium version with no adds.	

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