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| **Problem** | **Solution** | **Unique Value Proposition** | | **Unique Advantage** | **Customer Segments** |
| -Traditional advertisement do not have original look and overview to attract the buyers.  -Exploration of product is confusing before stepping into showroom.  -The realistic experience for a product takes much time. | -Live experience.  -Unique value in AR.  -AR advertisement have a attractive view to captivate the buyers.  -AR application has innovative way to explore the product before buying .  -AR gives you realistic experience at anywhere (like home ,workplace). | -Rich immersive experience.  -Best way to decide and explore.  -Personalisation.  -To understand better need of customer. | | - As we have unique QR code no one can access our project.  - AR is integrated with sensor | -Customer convenience  -Experiences the product at anyplace.  -Saving customer journey. |
| **Alternative**  -Cars 24.  -Car wale etc.,have only 360 degree rotation in 2d,  but AR have 360 degree view in 3d. | | **Key Metrics**  -Cost is less.  -Save travel time.  -Better product demonstration to the customer. | | **Channels**  -Application  -Website | **Early Adopters**  -Car Manufactures are our target customer. |
| **Cost Structure**  -People working and duration  150k per person  -Variable 10K | | | **Revenue Stream**  -Revenue model: Per Person  -Margin: 65% | | |