

VERIPAY LEAN BUSINESS MODEL CANVAS

PROBLEMS

- Business owners employee unable to verify customers payment from a mobile app transfer when the employee receiving the alert is not available
- Partners and couples in a joint bank account unable to both get credits alert.
- Joint money contribution unit unable to track and confirm if every members are up to date with the contribution payment

EXISTING ALTERNATIVES

- Payment confirmation by calling the employer
- Taking customers numbers to confirm when employer is availabe
- Looking at customers debit alert

SOLUTION

- A third party product that allow employer give authorize access to allow employee get credit alert notification from a customer in real time
- A transparency website and app that allow more than one person get only credit alert from an authorized account owner.

KEY METRICS

- Revenue
- Number of users who signup and use product
- Business efficiency after signup and using of product.

VALUE PROPOSITIONS

- Financial transactin management
- Transparency of paymeent from customer to business owners
- Ease and swiftness of service to customer when payment is confirmed on time

HIGHLEVEL CONCEPT

- Quick and reliable payment confirmation by a third party who has been granted access

UNFAIR ADVANTAGE

- Quick and fast customer's payment confirmation
- Swift response time

CHANNELS

- Mobile and web app
- Social media
- Word of mouth
- Offline marketing
- Adsence
- SEO optmization
- Content marketing
- Live demo and onboarding of test business cases

CUSTOMER SEGMENTS

- Small and business owners who accept mobile app transfer from customers
- Individuals looking for a transparency platform to track joint accounts alerts

EARLY ADOPTERS

- Small and medium business owners looking to confirm payment when the employer is not around
- Thrift contributors
- Partners sign to a joint bank account

COST STRUCTURE

- Salaries
- Taxes
- General admin cost
- Bank partnership cost
- Research and development
- Utility cost
- Rent

REVENUE STREAMS

- Tiered based subscription model
- Advertisment