

Stanford University

## Technology Entrepreneurship

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## New Review

## Submission

## Brute Force Searchable

<b>Key Partnership</b>  1. Local small businesses ( <25 employees )  --To better and efficiently use local stores and let them compete with online giants with similar technology --Since key revenue will come from sales referral, it will serve as mutual goal	<b>Key Activities</b>  1. Making marketing and partnership negotiation with local store owners/managers  2. Platform development  3.Learn more about how inventory information can be made real time and have parallel e-commerce for local stores - for future scaling  <b>Key Resources</b>  1. Initially Team + outsourced developers as necessary  2. Initial in team or hired worker for negotiations and marketing  3. Customer relation (partner store)	<b>Value Propositions</b>  1. All local stores made searchable to find product on generic or specific product search on one website or app.  2.Location of the store and direction,time, price and collection (ex. people prefer buying their needed list with least changing of store) and comparison based filters for users  3. List of relevant contact info to business [ for customers ]  4. Ad space for local advertiser for stores [ targeted to local customers ]  5. Discounted local product price for users	<b>Customer Relationships</b>  1. Support local space, stores and community  2. Searchable service support for store owners  <b>Channels</b>  1. Initial on store advertising trade with partner stores to reach users  2. Available publicly on the internet for users  3. Direct talk/Phone/emails/web sign up to reach stores	<b>Customer Segments</b>  1. Local citizens who uses smart devices and accustomed to online product search and buy [ main user ]  2. All local (both brick and e-commerce) small business store owners (<25 employed) [paying customer]
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## Evaluation Form

Please give feedback to the team.

## A. Feedback

Please give helpful feedback to the team. Note "feedback of this idea is not acceptable. You can give feedback on what to change and how to improve it."

This idea helps the small business to compete with the big business. I like it, but I heard receive feedback from them to compete. So I will give feedback to the business to compete with the big business.

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## Feedback Capture Gr