

KVC - lean canvas

Problem <ul style="list-style-type: none">Companies and individuals often struggle to find convenient channels to sell their new electronic products to a targeted audience.Existing options for selling new electronic products may involve high fees or lack personalized support.	Solution <ul style="list-style-type: none">Require sellers to register as a company to maintain quality and authenticity standards.Provide personalized support and assistance to sellers throughout the selling process. Key metrics <ul style="list-style-type: none">Gross merchandise volume (GMV), commission revenue.Seller registration and retention rates.Customer satisfaction scores.	Unique value proposition <ul style="list-style-type: none">KVC offers a streamlined platform for companies to sell new electronic products, backed by personalized support and a trusted marketplace environment.	Unfair Advantage <ul style="list-style-type: none">Customized seller support services.Secure payment processing and escrow services. Channels <ul style="list-style-type: none">Online: Integrated platform within the KVC website, targeted digital advertising, email marketing campaigns.	Customer segments <ul style="list-style-type: none">Companies seeking additional channels to sell their new electronic products.Individual entrepreneurs and start-ups looking to showcase and sell their innovative tech products.Tech enthusiasts interested in discovering and purchasing new and unique electronic gadgets.
Cost structure <ul style="list-style-type: none">Operational expenses: customer support, payment processing fees, and administrative costs.Marketing and advertising expenses to promote the platform and attract sellers and buyers.Legal and compliance costs associated with verifying seller registrations and ensuring regulatory compliance.		Revenue streams <ul style="list-style-type: none">Commission fees from successful sales on the platform.Premium seller services (e.g., featured listings, dedicated account management).Subscription-based plans for sellers offering additional benefits and features.Sponsored listings and advertising opportunities for increased visibility.		