Lean Business Model

Problem: Helping millennials who have little to non fashion sense and want to upgrade their wardrobe.

Solution: Create an app targeting millennials. Ask questions about what they are looking for. Take that information and provide them with the info regarding that item.

Key Metrics: By using user feedback to improve app also do monthly reviews.

Cost Structure: Base cost is $10,000 - $50,000, maintenance $20,000 serving one person is about $5,000 while the 100th person will cost roughly about $50,000 and the 100th person is $10,000 and the 1000th person is about $150,000.

Unique Value Proposition: We track our progress monthly.

Unfair Advantage: The data that we have is from the users by the users and for the users only. We are just taking the information that is given to find the item(s) for the user. Most data comes to the users directly so they can give what is needed.

Channels: The app will be downloadable and it is free for both Apple and Android. There will be a tutorial when the app is first downloaded to show users how to operate the app and what to expect.

Customer Segments: Targeting millennials with little to non fashion sense and would like to change that.

Revenue Streams: The app will make revenue by how many downloads, click through rate, and there will be a premiere service for those who want to get extra out of their searches