

Strategic vision

Show 7 ▼

Vision

Mission

Opportunity

Strengths

Weaknesses

Threats

Trends

Add component



Strategic models

Model type: Any ▼ Time frame: Any ▼

Lean canvas

TYPE

Business

Problem	Solution	Unique value proposition	Unfair advantage	Customer segments
<div>1. Unavailability of an app compatible with the latest IOS and Android versions</div> <div>2. Busy dashboard, tracking of project progress, accurately analyzed data and large data sets.</div> <div>3. Collaboration and connecting with like-minded people</div>	<div>1. Using AI/ML to make project tracking more handy and easy</div> <div>2. Working on UI to make the dashboard more user-friendly</div> <div>3. Using Big-Data to collect, analyze and present more authentic data sets to help user to perform his task and plans more efficiently</div>	A non-profit social network, connecting the world for a better tomorrow by improving organizations' work effectiveness and making a more significant impact on the lives of the people they serve.	<div>We are not driven by profit, the work we do is not for profit, actually serving people through the cutting edge technologies handled by efficient people who also have the same drive.</div> <div>Channels</div> <div>1. Social media marketing</div> <div>2. Meetups and sessions in educational institutions</div> <div>3. Campaigns</div>	<div>1. Social workers</div> <div>2. NGOs</div> <div>3. Local Civic bodies</div> <div>4. Corporate clients</div> <div>5. Educational institutions actively participating in social welfare projects</div>
Cost structure			Revenue streams	
<div>1. Cloud infra</div> <div>2. Staff salary</div> <div>3. Tech acquisitions</div> <div>4. Digital product development and maintenance</div>			<div>1. CSR funds from corporate</div> <div>2. User subscriptions</div> <div>3. Donations</div>	

Strategic personas

Add persona

Aditya Mishra

Aditya Mishra

Likes

1. Prioritization of tasks as per their importance w.r.t. time and condition

2. Tech-savvy

3. Likes meeting and connecting with new people

Dislikes

1. Badly managed tasks

2. Manual management of tasks that can be easily managed via tech

3. Being a lone wolf

Trusts information from

Influence

A local group he is connected to helped him to monitor his active project running under SDG 4

Product knowledge

Low

Education

Undergraduate

Experience

2 years

Description

Goals

1. Helping students get quality education

2. Convincing parents of student BPL and making them aware of free education schemes of government

Challenges

1. Finding it difficult to keep track of how many people he reached and what is the success rate.

2. Finding it difficult to collect and analyze the required data

3. Working alone, so the reach is limited

Responsibilities

1. Working alone in providing quality education for all. Aditya is looking to connect with people of similar mindset to keep his pro project running

Skills

Time management

Task Prioritization

Empathy

Communication skills

Strategic competitors

Add competitor

Taproot

Details

Taproot

Taproot

https://www.taproot.com/

Growth Rate

85 Category rank

Pricing

Employees

11

Revenue

\$10

Customers

Mission

Description

Products

Provides solutions on the basis of-

1. Industry

2. Service

3. Occupation

Strengths

Well structured and wide of solutions

Weaknesses

Too solutions and products to focus upon.

Differentiators

They help in finding the root cause of any problem (RCA) and we help in finding both RCA and to mitigate that problem via managing tasks through our dashboard

Strategic goals

Chart

1 of 1

#The target is to reach 1M, active global volunteers.

SUCCESS METRIC
The target is to reach 1M active global volunteers.

TIME FRAME
12 months

Not started

Add goal

High

Low

VALUE

Medium

Low

Medium

High

EFFORT

#The target is to reach 1M, active global volunteers.

Having high-priority goals will help you achieve your team's vision and business objectives. Goals should tie to your strategy. They should be easy to understand, actionable, achievable in 3-12 months, and measurable. Once you enter at least one goal here, you will be able to tie it to releases and features (on those tabs) to help explain their business value.

Strategic initiatives

Workflow

Status: Not started, Abandoned, ...

Time frame: Any

Workspace name: Se

Not started

Abandoned

At risk

Sorted

PROD-S-1

App release

1 feature

0

Add initiative

Initiative PROD-S-1

Details

App release

Created by Shivendra Pratap Singh on Jul 12, 2023

Since the app isn't available across new version of android and app store, first priority is to make it available

Attach files

OVERVIEW

COMMENTS

TO-DOS

RELATED 1

RESEARCH

Status

Not started

Progress

1% completed

For workspace

Roll up to workspace line initiative

No rollup

Assigned to

Default (Unassigned)

Time frame

1st Release

Watchers

Date range

08/01/2023 — 11/01/2023

User story maps

Add user story map

Archived: Active

Personas: No personas selected

Subscribing the app

PERSONAS

Aditya Mishra

Subscribing the app

Awareness about the app and installing the app

PROD-6
Search the app

PROD-7
App ads on social media

Using the demo version for free

PROD-4
Taking a tour of the demo version

PROD-5
Knowing about capabilities of paid version

Managing the project and connecting to the people for free during demo period

PROD-2
Basic project management

PROD-3
Making connections

PROD-8
Geo-Tagging

Take subscription on the app and continue managing the project hereafter using mor...

Add existing records

!

Features board

Add feature

Add release

Views

Board

Releases: All

Search features (Ctrl+F)

Release 1

Aug 4, 2023

Showing 1 of 1

PROD-1

Example feature

Under consideration

New

Add feature

Example release 2

Aug 12, 2023

No records found

Add feature

App Release

Oct 2, 2023

No records found

Add feature

Parking lot

Showing 7 of 7

Add column

PROD-8

Geo-Tagging

Under consideration

New

PROD-7

App ads on social media

Under consideration

New

PROD-6

Search the app

Under consideration

New

PROD-5

Knowing about capabilities of paid version

Under consideration

New

PROD-4

Taking a tour of the demo version

Under consideration

New

!

Gantt chart

Add release

Views Save view

Gantt Workspace name: SongNoteOpti... Release name: Any Release settings: Any

