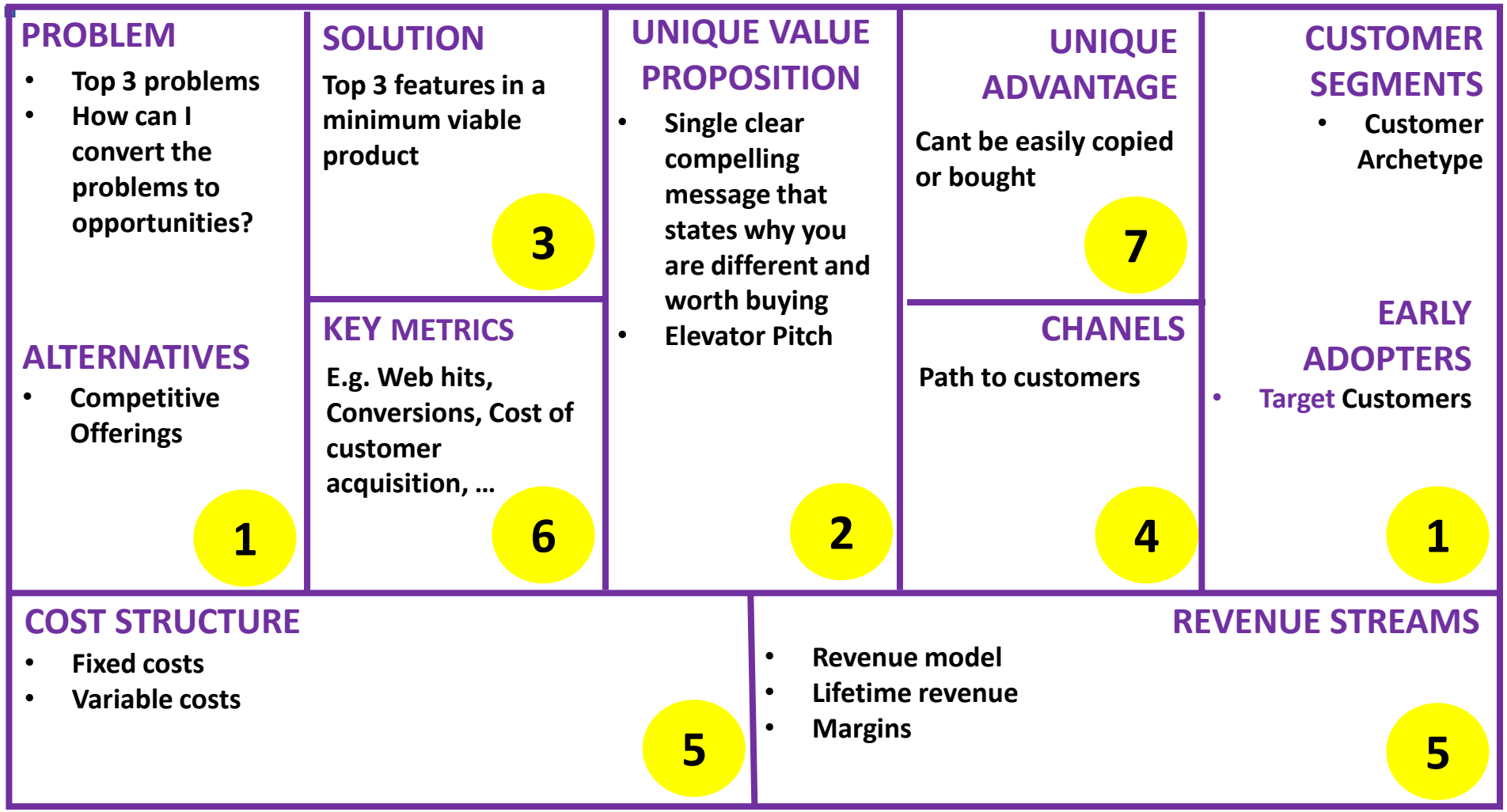
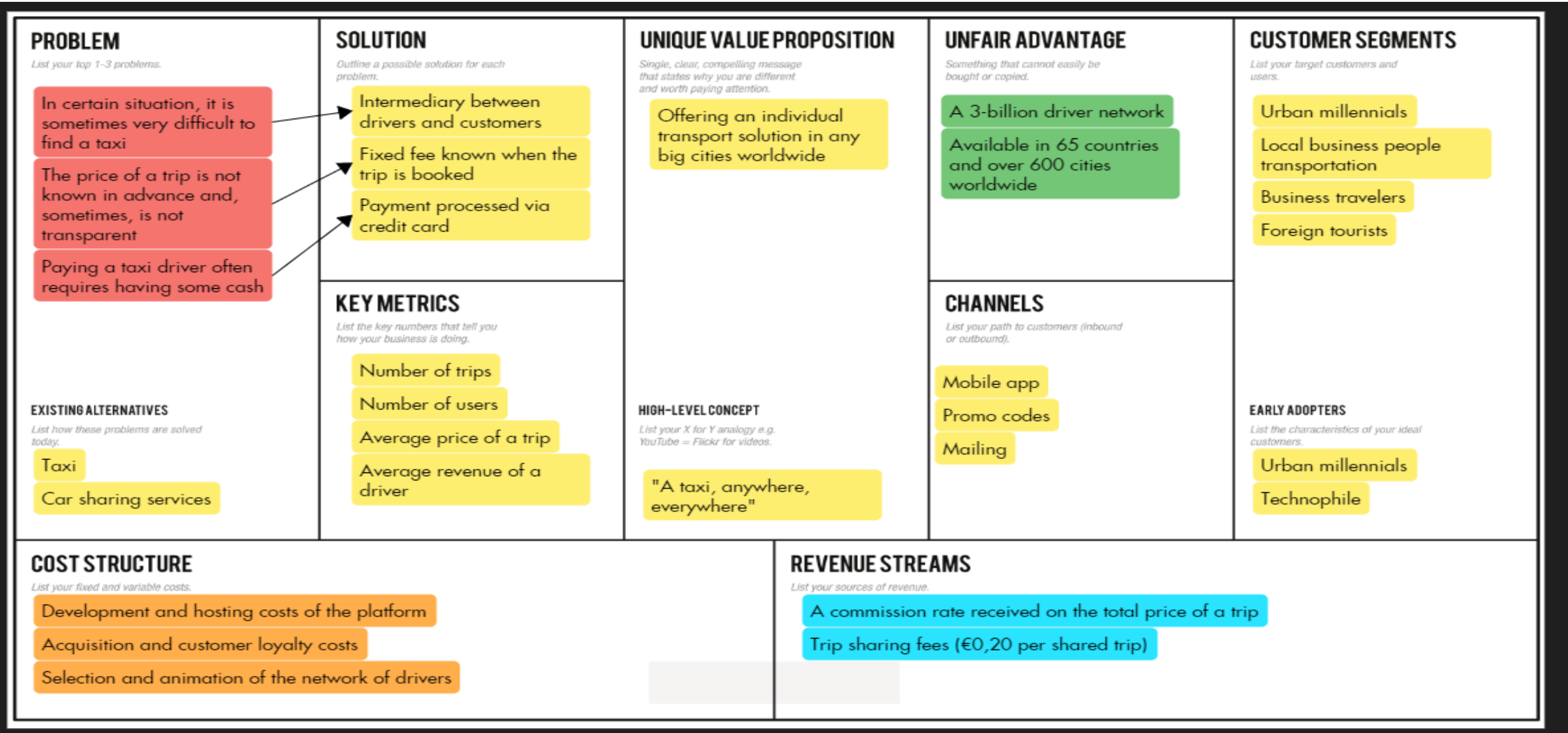
LEAN CANVAS – one page says it all!



Example 1 – A Ride Sharing Business Model



Example 2 - AirBnB

AirBed&Breakfast

2008

PROBLEM

- Hard to find cheap/affordable accomodation options when travelling
- Staying in hotels travellers cannot get authentic experiences of a location
- It's not easy for a homeowner to monetize vacant areas on a day-by-day basis
- Uncultivated home sharing culture

EXISTING ALTERNATIVES

Booking.com
Hotels.com

SOLUTION

- An online service where travelers can rent an affordable local apartment, and homeowners can earn extra money by renting out vacant areas on a day-by-day basis

KEY METRICS

- Number of views-to-bookings per host
- Number of hosts applied
- NPS
- DAU/MAU

UNIQUE VALUE PROPOSITION

- Travelers can get authentic experience of local area
- Extra monetization of vacant areas for homeowners

HIGH-LEVEL CONCEPT

Everyone can become a host
Sharing economy

UNFAIR ADVANTAGE

- Any homeowner can rent out space
- Trust building: bi-directional rating system of hosts and visitors
- Insurance by default for hosts

CHANNELS

- Referrals
- Recommen-dations
- Advertising (both online and offline)

CUSTOMER SEGMENTS

- Travellers looking for an adequate accommodation experience for a low price
- People having some accomodation options to become a host

EARLY ADOPTERS

People ready to share their residence and earn money as hosts

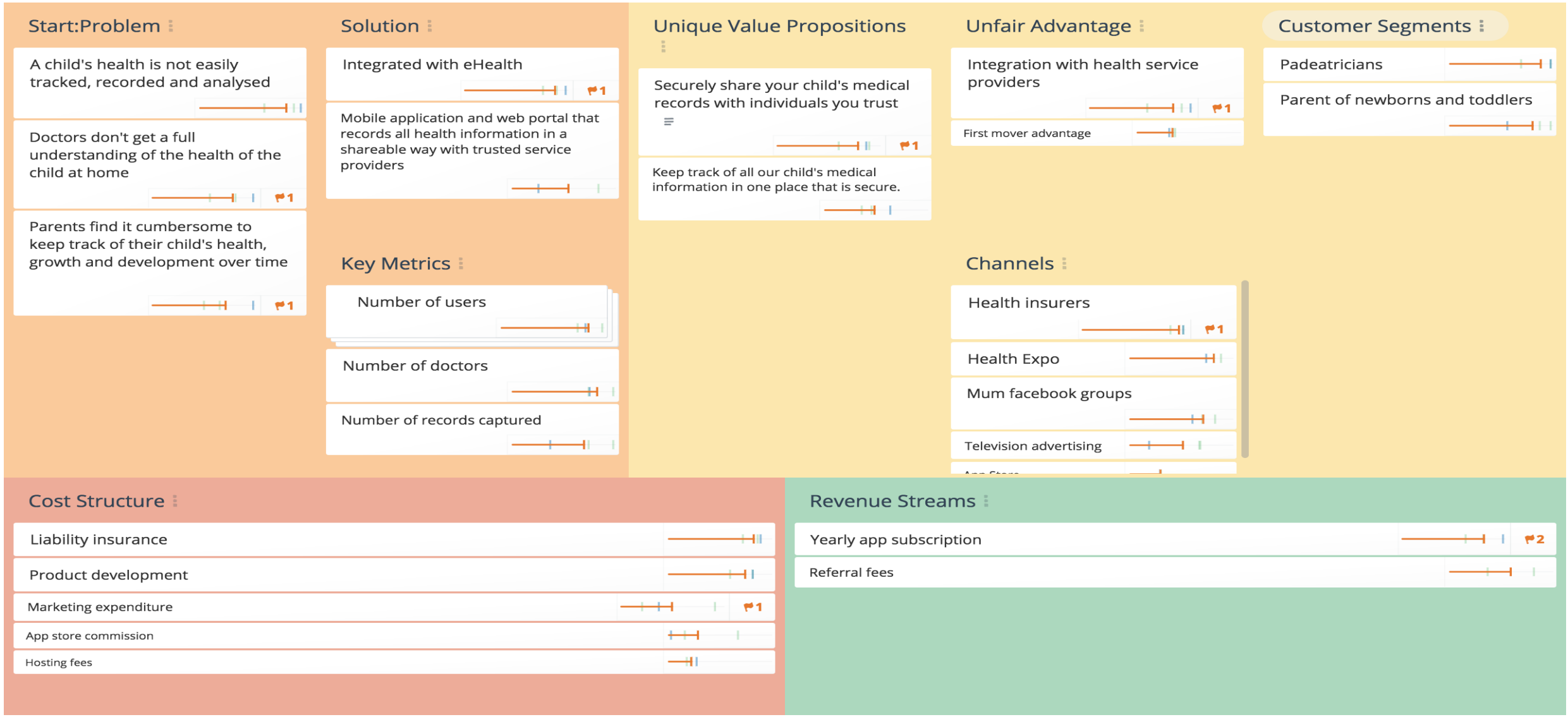
COST STRUCTURE

Development
Hosting
Marketing
Payroll
Insurance
Photography

REVENUE STREAMS

Fees for travellers

Example 3 – A digital vault for child health records



Example 4 – Unified Payments Interface

UNIFIED PAYMENTS INTERFACE

Challenges

Sending Money is a cumbersome process, we need to know the A/C#, IFSC etc.

Payments through Internet banking had charges and they are not consistent. Each bank had their own policy.

For making small payments,, Credit Cards, internet banking or Mobile banking were not at all useful

Small vendors never accepted this digital transactions

Solution

Sending money should be like sending an email, so simple and also fully secured

The cost of these digital transactions should be negligble, preferably Zero Cost

This payment method should work for all amounts that's typically needed in our day-day transactions

Also, acceptance across all classes of vendors is a must

KEY Metrics

No of users / customers onboard

Volume of transactions

Gross amount involved in these transactions

Average amount per transaction

Value propositions

A payment platform that's easy to use by the customers and can be leveraged by all the banks / financial institutions at a reasonable cost of operation

HIGH LEVEL Concept

Send money just like sending an email

Unfair Advantage

The biggest Payment platform within the country with the largest customer base and network of banks

This model can be taken anywhere in the world and easily replicated

Channels

Mobile APP

Interbanking Banking

SMS Banking too

Customer segments

Everyone who wants to do shopping, online or on-premise using digital payments

All Micro, Small, Medium or Large merchants who anticipate more volume of business through digital transactions

All those travel frequently nn business and hate carrying too many credit cards or cash

Early Adopters

Urban Millennials
Tech Enthusiats

Cost structures

Development and hosting of a robust payment system

Highly scaleable and resilient network to handle huge volumes

Cost of marketing this solution to the market and making it widely acceptable, atleast in the initial phase

Revenue streams