**Wilfrid Laurier University**

**Justification**

**New Venture - Part 3**

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**Just Cause & Impact on Business Model**

Balance isn’t just a financial app, it’s to be the Earth’s most customer-centric company that brings inspiration and innovation, implementing solutions to the environmental crisis, bringing sustainability back to the forefront. Balance was created with the goal to revolutionize the economics of digital receipts which not only impacts every single industry for the better but more importantly the environment. It is important for us to stay connected with the community that uses our app so that we can increase the number of channels through which the customers can reach us, including a personal website and social media platforms. Our key resources and staff extend to other stores and target new customers that we hope will promote our just cause. Digitizing receipts will greatly decrease the amount of deforestation, allowing tomorrow’s generation to focus on sustainability.

**Desirability: Generating and Delivering Value in the Most Efficient Manner**

Balance creates value for financially cautious, invested or concerned consumers with relation to budgeting, especially generations more accustomed to technology while also encompassing consumers with impulsive buying habits. These consumers all face the same problems of keeping track of receipts and maintaining or creating a significant and efficient budgeting plan. With their respective pains of receipt organization, commitment to a viable budgeting plan, gains of accessibility and improved financial performance; our product can provide a solution through our value proposition that meets the consumer's needs through our respective distribution channels and adapts based on feedback from the community because of our relationships, altogether creating value and desirability.

Balance seeks to target our customer segment's specific pains and gains. Providing pain relievers in the form of organization, ease of use for digital receipts and introducing saving recommendations all the while creating gain creators that improve efficiency, accessibility and provide in-depth tools for an overview of your budgeting performance. The value our product brings is delivered through our distribution channels and adjusted based on consumer reactions, targeted directly at pains and gains to provide value.

Channels of distribution connect the value Balance creates with our customers, not only through our website and app but, word of mouth and endorsement from stores that support NFC technology. This provides Balance not only with a means of discoverability but also acts as a pathway for which the respective pain relievers and gain creators can reach our customers.

Customer relationships with Balance and its customers work on a freemium model. Balance provides the free service of digital receipt collection and organization with a small budgeting aspect but provides its paid patrons with full access to all budgeting tools like graphs and spreadsheets as well as advisor recommendations. Moreover, Balance seeks customer feedback through the rating system on the app stores and social media suggestions. These suggestions are measured and compared with the current performance of revenue streams so we can alter our value to generate more desirability for the consumer.

**Feasibility: Continuously Delivering Value**

To build our offering we had to involve some third parties which complement our capabilities. Our key partners include investors, app store/play store and stores/sellers that have our service. Investors provide us with funding to develop the app and help us build our key resources. Finally, the stores/sellers that use Balance will endorse it which improves the awareness of our product.

Our core capabilities include organizing and tracking receipts digitally, budgeting services and recommendations for saving and investing. From our primary research, we found that budgeting was a common problem, so we also added tools that help users budget and also offer recommendations on when to save/invest. This block of the canvas works together with key resources as our app/website from the key resources is used to perform all our key activities.

The most important resources that serve our customers include the app/website and our staff of programmers and financial advisors. The app/website is what delivers the main experience and content to the users. Whereas, the programmer team ensures that the app is constantly updated, and the financial advisors provide recommendations to our users on when to save/invest and how to budget properly. This block of the canvas works together with key partners as the funding provided by our investors is used to develop and establish all our key resources.

**Viability: Capturing Value Efficiently and Effectively**

To run our business model we had to incur expenses. These include maintenance costs, marketing costs and service development costs. These costs include everything related to the app/website operations, hosting costs, customer service costs, payment processing fees, marketing campaign and development. By working together with revenue streams, it tells us whether the current cost structure offers us a reasonable profit.

The viability of Balance's revenue streams is dependent on whether we can provide sustainable desirability to its consumers, thus the feedback and financial performance of Balance is directly related. Balance has three revenue streams: subscription purchases, advertisements and seller commission. With changes in sales and profits, Balance can measure changes in desirability and adapt based on feedback from customer relations while also taking into account ways to improve the cost structure.

**Digitalizing the Process and Promoting Sustainable Innovation**

Considering the social and technological factors in the environment, we have observed a trend towards more online platforms and e-commerce while maintaining our duty of remaining environmentally and socially friendly. Our service follows the trend of moving online by creating a system that reduces printing and collecting physical paper receipts. We have digitized the process, making it more convenient and efficient for today’s tech-savvy environment. The social concerns in the environment following younger generations encourage going paperless and working towards a more eco-friendly and sustainable future. Our business is built on promoting this ideology by sharing the beliefs of today’s social environment and creating a service that functions as a part of today’s rapidly innovating technological environment.

**Environmental & Social Sustainability**

Balance is made to be a revolutionary app that digitizes receipts and organizes them with efficiency and effectiveness. Its digital nature is made to offer an environmentally friendly and sustainable way to track receipts. Each year in the United States, over 3 million trees and 9 billion gallons of water are used each year for paper receipts (Green America, 2021). With Balance, the millions of trees and water spared each year will help push society towards a truly paperless world. Right now is a great time to introduce Balance since even something as simple as passing a receipt can become a culprit to the spread of COVID-19.

Furthermore, with society’s technological advancements heading towards a fully digital world, Balance will adhere to digital practices and regulations. In addition to that, our site will offer online discussion forums and reviews so that customers will be able to leave their opinions and suggestions, thus allowing us to offer improved experiences with our service. In addition, Balance will provide educational knowledge by suggesting budgeting options to help customers learn and improve their money management.

**References**

Abdullah et al. New Venture Customer Interview Summary Forms, 2021.

Abdullah et al. New Venture Iterated Value Proposition Canvas, 2021.

Green America. “Concerned with Not Having Paper Receipts?” *Green America*, 2021,

[www.greenamerica.org/save-trees/skip-slip/concerned-not-having-paper-receipts](http://www.greenamerica.org/save-trees/skip-slip/concerned-not-having-paper-receipts)