

MINIMUM VIABLE PRODUCT

MVP IDEATION CANVAS FOR CAPMATRIA

Problem to Solve

SMEs struggle with access to affordable loans and efficient supply chain management.

Customers

Small and medium enterprises in Maharashtra seeking credit and supply chain optimization.

Hypothesis

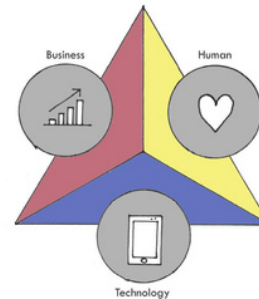
If SMEs get faster loans + transparent supply chain tools, they will improve efficiency and growth.

We Are Right If...

SMEs adopt our platform, request loans, and report improved cash flow and operations.

Business Elements

Digital loan facilitation, supply chain tracking, low-interest rates, easy repayment plans, trusted SME network.



Human Elements

Seamless app experience, quick approvals, real-time updates, trust through transparency.

Technology Elements

Mobile + web app, AI credit scoring, digital KYC, secure payment gateway, blockchain for supply chain traceability.