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ADMINISTRATION AI

FINAL BUSINESS MODEL

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THE OPPORTUNITY

THE PROBLEM WE ARE SOLVING

The administration for a business requires a lot of documents to take care of, while many are collected for reporting purposes, most of them are generated from a business process and provide insights. These insights can provide the business with decisions so that business does not suffer from delay of information. As based on nudge theory, delay in decision making in life or business can slow down a business process and we endeavor to develop an application with requisite hardware so that documents are not just used to report, but also to inform data-based decisions. This will automate and save time for the business people for decision making and real time feedback is critical for a business.

WHO HAS THE PROBLEM

The problem is often faced by small business people, our local grocery store, local restaurants, salons, small independent law or accounting firms, community care centers, property managers, hotels, and even home offices. These businesses form the pillar of our community. In Prince Edward Island alone, we have about 6000 small businesses that employ about 40,000 people, which is half of the working population of the province. Out of which, we have about 100 small grocery stores, 50 restaurants in Charlottetown alone, and 36 community care facilities that can use the support provided by Admin AI.

MARKET SIZE AND 3 YEAR REVENUE GOAL

Based on the above figures, the number of small businesses in Canada is 1.2 M and the total number of medium sized businesses are 22K. So, our total available market share is 1.222M. The serviceable industries include construction (150K), retail trade (140K), professional services (148K), real estate (60K), health and social assistance (120 K), accomodation and food service (82 K), admin and other services (50 K), and admin and other services (5k) Therefore, our serviceable available market share is 755K. Our aim and object is to capture at least 10% of our serviceable market share of 755 K in 3 years.

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
<p>Document overload Sorting, searching, missing data Manual categorisation, no insight</p>	<p>NLP to process business transactions Document snapper with OCR ML to categorise and inform decisions</p>	<p>Automatic categorisation Real time business decisions Automate admin tasks</p>	<p>Minimal learning time Google Partner Advantage Google AI platform</p>	<p>Local store Restaurants Senior homes Clinics CRM Law firm Accounting firm Real estate or property managers Construction / renovators Households</p>
EXISTING ALTERNATIVES	KEY METRICS	HIGH-LEVEL CONCEPT	CHANNELS	EARLY ADOPTERS
<p>Quickbooks Epson Rapid Receipt Excel</p>	<p>2M MSC in 3 years customer life 2 years</p>	<p>Dropbox with AI</p>	<p>Free YouTube channel</p>	<p>Grocery store Restaurants Law firms accounting firms senior homes households</p>
COST STRUCTURE	REVENUE STREAMS			
<p>Fixed Asset: \$ 10,500 People cost: \$ 65,000 Operations cost: \$162,000</p>	<p>\$30/month Basic + Premium + Free Trials Cloud based server</p>			



BUSINESS MODEL STORY

ALTERNATE BUSINESS MODELS CONSIDERED

Our revenue model started with an on-site server for a one-time fee of \$5000, and cloud server subscription based model for \$20 a month. This was deprecated in our later canvasses as this may be capital intensive for small businesses. We also included consulting firms like AdLib that provide personalized services to large corporations as our direct competitors. Our target customers are small businesses. Similarly, RedHat is an open source platform for other enterprises. We do not aim to build an open source platform. With viability assessment, we remove social media ads as our customer signup strategy. Our unique value proposition was listing features of the product, but instead we define it based on our base, and premium features. Our initial plan of having a store has been amended as we plan to scale our product to Canada to achieve our traction goal.

SUMMARIZE HIGHLIGHTS OF LEAN CANVAS

Our customer segment has broadened to include the real estate and property managers. We have improved our unfair advantage to talk more about our AI platform and collaborations with industry pioneers. We also talk about our UI/UX features that reduce learning time with simplicity and accessibility built into it for our busy small business owners. Our revenue model has changed to \$30 a month, and we have reached a good cost estimate due to our financial planning. Our minimum success criteria has remained the same at \$ 2 M, but we have reduced our customer life to industry estimates.

WHY DID YOU CHOOSE THIS AS YOUR FINAL MODEL?

We ran a lot of iterations through lean canvases, based on our course readings, and research on alternatives, we refined it to include a cost structure, revenue models with reasonable customer life through interactions in our traction and financial model. We further explained the AI platform that we plan to use to build our application with hardware systems and explained succinctly the problem at-hand currently faced by many early adopters like grocery stores, and restaurants.

TRACTION ROADMAP STORY

OUR VISION OF SCALE

Our minimum success criteria is \$ 2M. Based on our total market share of 1.222 M, and our current base price of \$ 30, we multiply these two to get the total market value of \$ 36.66 M. From our early adopters, we get the industries that are serviceable for \$ 23.35 M. Our objective is to obtain at least 10% of this market share, which gives us \$ 2.335 M. Hence, our goal of minimum success criteria is at least \$ 2M revenue in 3 years. The vision of scale to attain this goal is to acquire at least 10 customers in the first 90 days, 56 customers by our first year, a product-market fit in year 2 with the acquisition of 556 customers, and we scale at a 10X growth rate with the acquisition of at least 5,556 customers by year 3.

OUR REVENUE / PRICING MODEL

Our revenue model is a subscription-based financial model with a base price of \$30 a month. This pricing is indefinitely available for the customer life of our early adopters. Our premium features would be \$ 35 a month, which includes decision analytics features specific to our small business owners. We also plan to provide free trials for a month.

SUMMARY OF KEY ASSUMPTIONS

Our traction roadmap is based on some key assumptions such as, we have an expected customer lifetime of 2 years, and our expected acquisition rate is 10% with no customer referrals. This means we will have a cancellation of 192 customers after every 2 years which requires us to have at least 162,200 visitors and yearly 1,162 signups.

SENSITIVITY ANALYSIS SUMMARY

QuickBooks is priced at \$65 a month for full features, Excel for business is \$80 a month, and the new Epson Rapid Receipt starts at a one-time price of \$ 400 - \$700, all prices without tax. We, therefore, arrived at half our competitor's price of \$30.

OUR 90 - DAY VALIDATION PLAN

BACKGROUND

We are looking to test our problem solution fit with our broadened list of early adopters in different small business sectors, we try to understand the clients frustrations with existing alternatives to further refine our unique value proposition

CURRENT CONDITION

Our current stage is customer problem fit and we need to run experiments to validate our early adopters from each sector

ANALYSIS

Our riskiest assumption that needs to be validated is that small businesses want to pay to unclog their workflow in unwanted paperwork, and are willing to inform decisions from their business data. Our early adopters' problem discovery script forms our most vital piece of information to validate our assumptions.

FUTURE CONDITION

We find our early adopters in the process and test our MVP feature releases to understand the features that will make the customer switch, the transition cost needed by the customer to combine their old data, and also consult them on insights that the customer may not be aware of but proves vital for the business.

PROPOSAL

We run broad customer discovery scripts to find frustrations and identify the adopter, then we understand the existing solution that the customer is using, test our features to refine our UVP, and collect data points that can offer insights

OUR PROBLEM DISCOVERY SPRINT STORY

PROBLEM DISCOVERY EXPERIMENT

BACKGROUND

We are trying to find our early adopters' frustrations and achieve a problem solution fit that simplifies the administration of small businesses like grocery stores, restaurants, senior homes, independent law firms, amongst our few early adopters.

FALSIFIABLE HYPOTHESIS

Our hypothesis is the customer has clogged their workflow with unwanted paperwork that does not provide value to the customers. We hypothesize that information generation could also lead to informed decisions for future actions of the small business without disturbing the current workflow of the customers but, in fact, aiding them to optimize operations.

EXPERIMENT DETAILS

We will execute our experiment by client meetups and discovering their problems through interviews. We prepare a script specific to the presumed clients' workflow, alternatives that they currently use, and how they work around the limitations of existing solutions, if at all used. We need at least 6 hours and at least 2 people to run the interview and 2 days to shadow the workflow process to understand our client's frustrations and enhancements. The experiment interview will take a approx. 1 hour and summarizing the common and specific business problems would take another 4 hours in a team setup. We will measure our result when we have repetitive information to our customer interview answers, and we have a clear understanding of the common customer and specific business problems affecting their workflow and business decisions.

CUSTOMER FORCES CANVAS

Law firm
Captured On: Mar 31, 2022

Learnings:

1. PUSH (motivation for progress)

TRIGGERING EVENT(S)

Contract management is manual

Financial documents of customers is still stored in folders manually

DESIRED OUTCOME

Easy access of data

Easy retrieval of documents

Client search

Contract deadlines/reminders

SWITCHING TRIGGER (IF ANY)

Customer reminder of contract deadlines automatic

Searchable client data

Overload of documents

WHAT'S AT STAKE?

Seamless customer service

Crucial data in busy times

2. PULL (attraction of the chosen solution)

CONSIDERATION SET

Microsoft 365

Adobe

Administrators

Manual filing system

CHOSEN SOLUTION

Microsoft 365

Administrators

Manual filing system

UNIQUE VALUE PROPOSITION

Cheap

Heavy lifting by admins

Old filing system works

EXPECTED OUTCOME

\$80/mon for software

Admins - \$3000/p/mon

Filing cabinets - \$3000 at least

3. INERTIA (resistance during selection)

EXISTING SOLUTION (IF ANY)

current manual system is methodical, and adjusted by admins

The system is cheap

No learning time for different departments like admins or lawyer

WHAT'S BROKEN

Files keep increasing and manual folders retrieval takes time
consistent system is human error prone so inconsistency in documents storage

BARRIERS TO SWITCHING

Transfer cost of old documents



5. WHAT'S NEXT?

ACTUAL OUTCOME

Spending time on manual data entry, data retrieval

Keeping track of deadlines manually

NEXT SUMMIT

Automatic tedious manual tasks

Easy information access or deadlines

4. FRICTION (resistance during usage)

ANXIETIES

Lose of documents / reliability

Spending long hours on repetitive tedious task

Being regular and consistent with the filing system, prone to human error

BARRIERS TO ADOPTION

Using the software

Letting the software do the job

ADDITIONAL DETAILS (IF ANY)

CUSTOMER FORCES CANVAS

Customer Canvas Restaurant

Captured On: Mar 24, 2022

Learnings:

1. PUSH (motivation for progress)

TRIGGERING EVENT(S)

Organise business documents
Track business metrics
Retrieve documents for meeting the reporting needs

DESIRED OUTCOME

Automatic organisation
Easy retrieval of documents
Real time business feed

SWITCHING TRIGGER (IF ANY)

Automatic Inventory built-in
Automatic sales prediction
Automatic budget built-in

WHAT'S AT STAKE?

Don't meet reporting needs
Go over budget

2. PULL (attraction of the chosen solution)

CONSIDERATION SET

Square POS
Quickbooks
Excel Spreadsheets
Manual files and folders
Accountants

CHOSEN SOLUTION

Square
Spreadsheets

UNIQUE VALUE PROPOSITION

Easy integration of sales data
Easy integration with accountants

EXPECTED OUTCOME

Automatic process of handling sales
Square one-time cost - \$660+tax
Excel - \$80/mon + tax with storage

3. INERTIA (resistance during selection)

EXISTING SOLUTION (IF ANY)

Use square POS data to track expense
Transfer data to software using spreadsheets
Manual data entry in spreadsheets is free of cost

WHAT'S BROKEN

No automatic inventory tracking built-in
No automatic forecasting for budget built-in
No automatic prediction of sales built-in

BARRIERS TO SWITCHING

Change manual data entry hours saved
Transfer data from existing system



5. WHAT'S NEXT?

ACTUAL OUTCOME

Manual data entry of other data
Original Square POS works fine

NEXT SUMMIT

Saving hours on manual data entry
Optimising operations

4. FRICTION (resistance during usage)

ANXIETIES

Troubleshooting by yourself for support
Buy another equipment if it breaks down
Miss the spreadsheet entry or faulty entry

BARRIERS TO ADOPTION

Learning time
Understanding, maintaining, troubleshooting the setup
Share the software data with accountants

ADDITIONAL DETAILS (IF ANY)

CUSTOMER FORCES CANVAS

Accounting firm
Captured On: Mar 31, 2022

Learnings:

1. PUSH (motivation for progress)

TRIGGERING EVENT(S)

Large number of documents to go through
manual processing of finances
search and organizing of documents manually

DESIRED OUTCOME

Easy access to information within documents
easy navigation between documents to locate
information to complete processing

SWITCHING TRIGGER (IF ANY)

automatic budget built in
business insights

WHAT'S AT STAKE?

Go over budget
Crucial data in busy times
documents being lost or not easily located

2. PULL (attraction of the chosen solution)

CONSIDERATION SET

Quickbooks
Excel Spreadsheets
ADP (for payrolls)
Manual files and folders

CHOSEN SOLUTION

Excel Spreadsheets
Quickbooks

UNIQUE VALUE PROPOSITION

Easy integration with accountants
AI embedded filing system
cheap

EXPECTED OUTCOME

Easy navigation through document for finances
and sales

3. INERTIA (resistance during selection)

EXISTING SOLUTION (IF ANY)

Transfer data to software using spreadsheets

WHAT'S BROKEN

No automatic forecasting for budget built-in

BARRIERS TO SWITCHING

Transfer data from existing system



5. WHAT'S NEXT?

ACTUAL OUTCOME

Manual data entry of other data

NEXT SUMMIT

Optimising operations
Saving hours on manual data entry

4. FRICTION (resistance during usage)

ANXIETIES

Miss the spreadsheet entry or faulty entry
Lose of documents / reliability

BARRIERS TO ADOPTION

Learning time

ADDITIONAL DETAILS (IF ANY)

CUSTOMER FORCES CANVAS

Grocery Store
Captured On: Mar 31, 2022

Learnings:

1. PUSH (motivation for progress)

TRIGGERING EVENT(S)

Manual accounting and documentation
Manual processing using countless heavy binders

DESIRED OUTCOME

Easy to use and understand document categorization
periodic business insights
automated accounting

SWITCHING TRIGGER (IF ANY)

Business Insights
Budget analysis
Automatic Inventory updates

WHAT'S AT STAKE?

documents being lost or not easily located

2. PULL (attraction of the chosen solution)

CONSIDERATION SET

Manual filing of documents using folders or binders

CHOSEN SOLUTION

Paper files in binders or folders
Files that are electronics are not categorized and just saved how user deems fit
spreadsheet
ADP, Canada-ePost (for payroll) etc

UNIQUE VALUE PROPOSITION

AI technology

EXPECTED OUTCOME

Easy navigation through document for finances and sales

3. INERTIA (resistance during selection)

EXISTING SOLUTION (IF ANY)

current system is cheap
no learning time since anyone can read and write on paper

WHAT'S BROKEN

paper trail increases as time passes

BARRIERS TO SWITCHING

cost of switching
learning/training period



5. WHAT'S NEXT?

ACTUAL OUTCOME

track inventory manually
manually report sales each day

NEXT SUMMIT

easy access to documents

4. FRICTION (resistance during usage)

ANXIETIES

Reliability

BARRIERS TO ADOPTION

adaptability

ADDITIONAL DETAILS (IF ANY)

CUSTOMER FORCES CANVAS

Senior Home Care
Captured On: Mar 31, 2022

Learnings: requirement of software cost of existing solution

1. PUSH (motivation for progress)

TRIGGERING EVENT(S)

searching, sorting and categorizing the documents
analysis of financial documents and making decisions
Keeping track of the payments

DESIRED OUTCOME

automatic categorization of documents making searching of the information easier
Analysis of finance with the help of AI and provide appropriate suggestions
automatic payments of utility bills, sales tax etc.

SWITCHING TRIGGER (IF ANY)

Automatic Inventory built-in
Automatic sales prediction
Automatic budget built-in

WHAT'S AT STAKE?

Seamless resident service
Crucial data in busy times

2. PULL (attraction of the chosen solution)

CONSIDERATION SET

Square POS
Quickbooks
Spreadsheets
Manual files and folders
Accountants
ADP (for payrolls)

CHOSEN SOLUTION

Manual files and folders
Spreadsheets
ADP (for payrolls)

UNIQUE VALUE PROPOSITION

Cheap
Heavy lifting by admins
AI embedded filing system

EXPECTED OUTCOME

\$80/mon for software
Admins - \$3000/p/mon
Filing cabinets - \$3000 at least

3. INERTIA (resistance during selection)

EXISTING SOLUTION (IF ANY)

current manual system is methodical, and adjusted by admins
The system is cheap
No learning time

WHAT'S BROKEN

Files keep increasing and manual folder retrieval takes time
consistent system is human error prone so inconsistency in documents storage

BARRIERS TO SWITCHING

Transfer cost of old documents
Maintaining confidentiality of health related documents



5. WHAT'S NEXT?

ACTUAL OUTCOME

Spending time on manual data entry, data retrieval
Keeping track of deadlines manually

NEXT SUMMIT

Automatic tedious manual tasks
Easy information access or deadlines

4. FRICTION (resistance during usage)

ANXIETIES

Lose of documents / reliability
Spending long hours on repetitive tedious task
Being regular and consistent with the filing system, prone to human error

BARRIERS TO ADOPTION

Using the software
Letting the software do the job

ADDITIONAL DETAILS (IF ANY)

CUSTOMER FORCES CANVAS

Households
Captured On: Mar 10, 2022

Learnings:

1. PUSH (motivation for progress)

TRIGGERING EVENT(S)

Overload of documents and unable to find the right document

DESIRED OUTCOME

Be able to automate the process of organisation and easy retrieval

SWITCHING TRIGGER (IF ANY)

No learning time involved

Providing decision making metrics quickly

WHAT'S AT STAKE?

I loose critical documents

I might forget to add an expense or an income

I am unable to keep track of purchase orders

2. PULL (attraction of the chosen solution)

CONSIDERATION SET

Quickbooks

Dropbox

Adobe

CHOSEN SOLUTION

Quickbooks allows you to stay on track of documents

Accountants / manual files and folders

UNIQUE VALUE PROPOSITION

Automatic organisation of data, you just drag and drop

Real time synopsis for business

Key decision metrics handy in your dashboard

EXPECTED OUTCOME

Accountants happy as you meet reporting standards

Your documents are categorized as accounting business categories

3. INERTIA (resistance during selection)

EXISTING SOLUTION (IF ANY)

Try to stay on top of documents

Organize them manually in folders

WHAT'S BROKEN

Trying to learn accounting software w/t knowing accounting

Trying to summarize information for insight is a heavy task



5. WHAT'S NEXT?

ACTUAL OUTCOME

Having to manually input all date in softwares too

NEXT SUMMIT

Continuing with the existing setup but tired of manual hours

4. FRICTION (resistance during usage)

ANXIETIES

Having to change my current setup

Having to transfer previous data in current system

BARRIERS TO ADOPTION

Initiative to take the new approach

Believe that the old way is slower and should be given up

ADDITIONAL DETAILS (IF ANY)

BARRIERS TO SWITCHING

Having to adopt to the new tech

THE PROBLEM / SOLUTION SPRINT STORY

Categorization of documents takes a long time and searching for documents can be cumbersome. There is always a chance of information loss, waste of time and labor in the document management process, which instead can be spent in more productive work. Insights from financial documents can help in business decisions, especially in times of uncertainty often faced by small businesses. This can be one of the common reasons for the downfall of many small businesses. Business without any financial insights is just like gambling with more chances of losing. Our MVP will automate the manual paper management process by using NLP to not only categorize but inform decisions to offer business insights at critical times.

MAFIA OFFER

Current alternatives allow business transactions through QuickBooks, which is manual and time consuming, and prone to error with Excel, our solution will cost you half the price, but not only manage your business data but provide business decisions that can optimize operations, save cost, forecast budget.

Our early adopter pricing is \$ 30 a month consistent throughout the entire customer life. This will include the premium features, software updates, and lifetime support, which would be higher priced after the official launch.

The demo would be a verbal demo with presentation. The description of the demo would include the lifestyle of a small business owner such as, maintaining books, keeping track of purchases, creating orders for suppliers, and managing all this paperwork without any value. Instead a word or a voice can provide automatic forecasts for their business.

The MVP built in the first two months is using the AI platform to be able to drag and drop documents, that categorizes them for you, automatically and is a searchable, retrievable content, such that a simple typing should retrieve the document for you. It should automatically provide real time feedback of business transactions, and forecast the next budget. This is the basic MVP feature that should be built in the first 2 months.

FINANCIAL OUTLOOK STORY

SENSITIVITY ANALYSIS ON YOUR FINANCIAL MODEL

Several assumptions were made towards the Final model until a final decision was finally made that was viable and credible enough for our business model. These assumptions included the cost of subscription for the software application for early adopters, the minimum success criteria amount, how the project would be funded in the first 3 years to breakeven and operational costs. The cost of the subscription of the service for early adopters was set to be initially \$50 per customer but on closer analysis of our research and reviewing the traction model, it was determined that the amount was too high. For the assumptions on the pricing for the price point for early adopters and the minimum success criteria this has previously been reviewed in the traction roadmap model on how we arrived at the conclusion for our 3 year financial goal. The project was initially set to be funded by taking undiluted loans but with the interest needed to pay off the loan for the business start up was too costly, We decided that first the three years we would use undiluted grants or interest free loans to fund the business until we can generate enough traction to start generating income to sustain the business.

KEY HIGHLIGHTS ON THE FINAL FINANCIAL MODEL

The key highlights of our dashboard include our Return on Investment (ROI) which shows how much of the return on the long term capital (long term debt and shareholder's equity) is utilized by the business which in the case for our financial model was within a reasonable amount of 100% in the first year, 72.39% in the second year and 64.14% in the third year. The Net cash flow, which reflects the remaining cash once the Cash outflows for the period is taken out of the cash inflows, comes to about \$89,750 in the first year, \$213,064 in the second year and \$524,963 in the third year. The Net working capital which shows our Current Assets minus Current Liabilities, comes to about \$66,955 in the first year, \$243,056 in the second year and \$680,135 in the third year. The Long term debt which is currently \$0 since we are being funded by non-diluted grants and Profits/sales which reflects the percentage return on sales per dollar sales to show how profitable the business is, comes to 43.42% on the dollar in the first year, 55.85% on the dollar in the second year and 58.88% in the third year which shows a steady growth on the profit margin in the company.

Propel Inc

Three Year Plan Subscription Model

Key Results Dashboard	Year 1	Year 2	Year 3
Sales	\$157,500	\$321,010	\$752,190
Operating Profit	\$91,181	\$239,030	\$590,568
Net Income	\$68,386	\$179,273	\$442,926
Gross Margin %	100.00%	100.00%	100.00%
Breakeven Volume	539	649	1195
Units Sold	56	556	5562
Sales/Assets	1.73	1.04	0.90
Profit/Sales	43.42%	55.85%	58.88%
Assets/Equity	1.33	1.24	1.21
Return on Equity	100.00%	72.39%	64.14%
Return on Assets	75.00%	58.32%	52.84%
ROI	100.00%	72.39%	64.14%
Current Ratio	3.94	5.07	5.61
Debt:Equity Ratio	0.00	0.00	0.00
Net Cash Flow	\$89,750	\$213,064	\$524,963
Current Assets	\$89,750	\$302,814	\$827,777
Total Assets	\$91,181	\$307,416	\$838,227
Current Liabilities	\$22,795	\$59,758	\$147,642
Net Working Capital	\$66,955	\$243,056	\$680,135
Long Term Debt	\$0	\$0	\$0
Share Capital	\$0	\$0	\$0
Retained Earnings	\$68,386	\$247,658	\$690,585
Total Owner's Equity	\$68,386	\$247,658	\$690,585
Dividends Paid	\$0	\$0	\$0

Target Market Segments	Market Share (%) Year 1	Market Share (%) Year 2	Market Share (%) Year 3
Early Adopter Market Segment Share	7.47%	7.41%	7.42%
Breakeven volume	539	649	1195
Breakeven market share	72%	9%	2%

Propel Inc

Income Statement	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Sales	\$157,500.00	\$321,010.00	\$752,190.00
Cost of Goods Sold	\$0.00	\$0.00	\$0.00
Gross Margin	\$157,500.00	\$321,010.00	\$752,190.00
 Operating Expenses			
- Advertising & Promotion	\$750.00	\$7,101.00	\$75,219.00
- Salaries & Fringe Benefits	\$57,500.00	\$65,550.00	\$74,750.00
- Wages	\$0.00	\$0.00	\$0.00
- Depreciation	\$568.78	\$1,828.99	\$4,152.75
- Utilities	\$0.00	\$0.00	\$0.00
- Insurance	\$0.00	\$0.00	\$0.00
- Sales Expenses	\$0.00	\$0.00	\$0.00
- Rent	\$6,000.00	\$6,000.00	\$6,000.00
- Travel	\$0.00	\$0.00	\$0.00
- Office Expenses	\$1,500.00	\$1,500.00	\$1,500.00
- Maintenance	\$0.00	\$0.00	\$0.00
0	\$0.00	\$0.00	\$0.00
0	\$0.00	\$0.00	\$0.00
0	\$0.00	\$0.00	\$0.00
0	\$0.00	\$0.00	\$0.00
Total Operating Expenses	\$66,318.78	\$81,979.99	\$161,621.75
 Operating Profit	\$91,181.22	\$239,030.01	\$590,568.25
 Non Operating Income/Expenses			
- Interest Expense	\$0.00	\$0.00	\$0.00
Profit Before Taxes	\$91,181.22	\$239,030.01	\$590,568.25
Income Taxes	\$22,795.30	\$59,757.50	\$147,642.06
Net Income	\$68,385.91	\$179,272.51	\$442,926.18

Propel Inc

Cash Flow

	<u>Year 1</u> <u>Month 1</u>	<u>Year 1</u> <u>Month 2</u>	<u>Year 1</u> <u>Month 3</u>	<u>Year 1</u> <u>Month 4</u>	<u>Year 1</u> <u>Month 5</u>
Opening Cash	\$0.00	\$42,708.33	\$37,416.67	\$32,179.00	\$26,522.33
Cash Flow from Operations					
Net Income	\$33,490.00	-\$4,008.87	-\$3,967.26	-\$4,280.44	-\$3,823.40
Plus Depreciation	\$55.00	\$53.49	\$52.02	\$50.59	\$49.20
(Increase)/Decrease in Accounts Receivable		\$0.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Inventory	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Increase/(Decrease) in Accounts Payable	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Increase/(Decrease) in Income Taxes Payable	\$11,163.33	-\$1,336.29	-\$1,322.42	-\$1,426.81	-\$1,274.47
Total Cash Flow from Operations	\$44,708.33	-\$5,291.67	-\$5,237.67	-\$5,656.67	-\$5,048.67
Cash Flow from Investing Activities					
(Increase)/Decrease in Land	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Buildings	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Equipment	-\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Vehicles	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Cash Flow from Investing Activities	-\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Cash Flow from Financing Activities					
Increase in Borrowed Funds	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
(Loan Principal Payments)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Increase/(Decrease) in Share Capital	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
(Dividend Payments)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Cash Flow from Financing Activities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Cash Flow	\$42,708.33	-\$5,291.67	-\$5,237.67	-\$5,656.67	-\$5,048.67
Closing Cash	\$42,708.33	\$37,416.67	\$32,179.00	\$26,522.33	\$21,473.67

<u>Year 1</u>	<u>Year 1</u>	<u>Year 1</u>				
<u>Month 6</u>	<u>Month 7</u>	<u>Month 8</u>	<u>Month 9</u>	<u>Month 10</u>	<u>Month 11</u>	<u>Month 12</u>
\$21,473.67	\$16,533.00	\$11,727.33	\$6,556.67	\$102,102.00	\$97,863.33	\$93,894.67
-\$3,741.38	-\$3,639.14	-\$3,911.94	\$71,626.00	-\$3,211.09	-\$3,007.71	-\$3,138.85
\$47.84	\$46.53	\$45.25	\$44.00	\$42.79	\$41.62	\$40.47
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
-\$1,247.13	-\$1,213.05	-\$1,303.98	\$23,875.33	-\$1,070.36	-\$1,002.57	-\$1,046.28
-\$4,940.67	-\$4,805.67	-\$5,170.67	\$95,545.33	-\$4,238.67	-\$3,968.67	-\$4,144.67
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
-\$4,940.67	-\$4,805.67	-\$5,170.67	\$95,545.33	-\$4,238.67	-\$3,968.67	-\$4,144.67
\$16,533.00	\$11,727.33	\$6,556.67	\$102,102.00	\$97,863.33	\$93,894.67	\$89,750.00

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Cash Flow

	<u>Year 2</u> <u>Month 1</u>	<u>Year 2</u> <u>Month 2</u>	<u>Year 2</u> <u>Month 3</u>	<u>Year 2</u> <u>Month 4</u>
Opening Cash	\$89,750.00	\$79,111.50	\$73,932.00	\$69,481.50
Cash Flow from Operations				
Net Income	-\$4,361.52	-\$4,013.62	-\$3,463.32	-\$3,652.62
Plus Depreciation	\$176.86	\$171.99	\$167.26	\$162.67
(Increase)/Decrease in Accounts Receivable	\$0.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Inventory	\$0.00	\$0.00	\$0.00	\$0.00
Increase/(Decrease) in Accounts Payable	\$0.00	\$0.00	\$0.00	\$0.00
Increase/(Decrease) in Income Taxes Payable	-\$1,453.84	-\$1,337.87	-\$1,154.44	-\$1,217.54
Total Cash Flow from Operations	-\$5,638.50	-\$5,179.50	-\$4,450.50	-\$4,707.50
Cash Flow from Investing Activities				
(Increase)/Decrease in Land	\$0.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Buildings	\$0.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Equipment	-\$5,000.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Vehicles	\$0.00	\$0.00	\$0.00	\$0.00
Total Cash Flow from Investing Activities	-\$5,000.00	\$0.00	\$0.00	\$0.00
Cash Flow from Financing Activities				
Increase in Borrowed Funds	\$0.00	\$0.00	\$0.00	\$0.00
(Loan Principal Payments)	\$0.00	\$0.00	\$0.00	\$0.00
Increase/(Decrease) in Share Capital	\$0.00	\$0.00	\$0.00	\$0.00
(Dividend Payments)	\$0.00	\$0.00	\$0.00	\$0.00
Total Cash Flow from Financing Activities	\$0.00	\$0.00	\$0.00	\$0.00
Net Cash Flow	-\$10,638.50	-\$5,179.50	-\$4,450.50	-\$4,707.50
Closing Cash	\$79,111.50	\$73,932.00	\$69,481.50	\$64,774.00

<u>Year 2</u> <u>Month 5</u>	<u>Year 2</u> <u>Month 6</u>	<u>Year 2</u> <u>Month 7</u>	<u>Year 2</u> <u>Month 8</u>	<u>Year 2</u> <u>Month 9</u>	<u>Year 2</u> <u>Month 10</u>	<u>Year 2</u> <u>Month 11</u>	<u>Year 2</u> <u>Month 12</u>
\$64,774.00	\$61,052.50	\$285,183.70	\$283,352.20	\$282,478.70	\$283,941.20	\$287,563.70	\$293,832.20
-\$2,909.77	\$185,079.49	-\$1,485.83	-\$764.25	\$990.75	\$2,613.67	\$4,601.01	\$6,638.52
\$158.19	\$153.84	\$149.61	\$145.50	\$141.50	\$137.60	\$133.82	\$130.14
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
-\$969.92	\$38,897.86	-\$495.28	-\$254.75	\$330.25	\$871.22	\$1,533.67	\$2,212.84
-\$3,721.50	\$224,131.20	-\$1,831.50	-\$873.50	\$1,462.50	\$3,622.50	\$6,268.50	\$8,981.50
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
-\$3,721.50	\$224,131.20	-\$1,831.50	-\$873.50	\$1,462.50	\$3,622.50	\$6,268.50	\$8,981.50
\$61,052.50	\$285,183.70	\$283,352.20	\$282,478.70	\$283,941.20	\$287,563.70	\$293,832.20	\$302,813.70

Propel Inc

Cash Flow

	<u>Year 3</u> <u>Month 1</u>	<u>Year 3</u> <u>Month 2</u>	<u>Year 3</u> <u>Month 3</u>	<u>Year 3</u> <u>Month 4</u>	<u>Year 3</u> <u>Month 5</u>
Opening Cash	\$302,813.70	\$303,472.53	\$317,857.36	\$335,833.20	\$356,684.03
Cash Flow from Operations					
Net Income	\$7,692.95	\$10,495.74	\$13,197.04	\$15,361.12	\$18,133.24
Plus Depreciation	\$401.56	\$390.52	\$379.78	\$369.34	\$359.18
(Increase)/Decrease in Accounts Receivable	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Inventory	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Increase/(Decrease) in Accounts Payable	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Increase/(Decrease) in Income Taxes Payable	\$2,564.32	\$3,498.58	\$4,399.01	\$5,120.37	\$6,044.41
Total Cash Flow from Operations	\$10,658.83	\$14,384.83	\$17,975.83	\$20,850.83	\$24,536.83
Cash Flow from Investing Activities					
(Increase)/Decrease in Land	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Buildings	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Equipment	-\$10,000.00	\$0.00	\$0.00	\$0.00	\$0.00
(Increase)/Decrease in Vehicles	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Cash Flow from Investing Activities	-\$10,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Cash Flow from Financing Activities					
Increase in Borrowed Funds	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
(Loan Principal Payments)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Increase/(Decrease) in Share Capital	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
(Dividend Payments)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Cash Flow from Financing Activities	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Net Cash Flow	\$658.83	\$14,384.83	\$17,975.83	\$20,850.83	\$24,536.83
Closing Cash	\$303,472.53	\$317,857.36	\$335,833.20	\$356,684.03	\$381,220.86

<u>Year 3</u> <u>Month 6</u>	<u>Year 3</u> <u>Month 7</u>	<u>Year 3</u> <u>Month 8</u>	<u>Year 3</u> <u>Month 9</u>	<u>Year 3</u> <u>Month 10</u>	<u>Year 3</u> <u>Month 11</u>	<u>Year 3</u> <u>Month 12</u>
\$381,220.86	\$350,590.19	\$389,788.03	\$440,635.86	\$506,779.69	\$590,743.53	\$696,388.36
\$21,583.15	\$29,143.60	\$37,888.11	\$49,366.92	\$62,738.55	\$79,005.74	\$98,320.01
\$349.30	\$339.70	\$330.35	\$321.27	\$312.43	\$303.84	\$295.49
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
-\$52,563.12	\$9,714.53	\$12,629.37	\$16,455.64	\$20,912.85	\$26,335.25	\$32,773.34
-\$30,630.67	\$39,197.83	\$50,847.83	\$66,143.83	\$83,963.83	\$105,644.83	\$131,388.83
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
-\$30,630.67	\$39,197.83	\$50,847.83	\$66,143.83	\$83,963.83	\$105,644.83	\$131,388.83
\$350,590.19	\$389,788.03	\$440,635.86	\$506,779.69	\$590,743.53	\$696,388.36	\$827,777.19

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Breakeven Analysis	Year 1	Year 2	Year 3
Total Revenue	\$7,500	\$71,010	\$752,190
Total # of Customers	61	562	5,562
Average revenue/customer	\$122.95	\$126.35	\$135.24
Variable Cost	\$0.00	\$0.00	\$0.00
Contribution	\$122.95	\$126.35	\$135.24
 Fixed Expenses	 \$66,319	 \$81,980	 \$161,622
 Breakeven Volume (units)	 539	 649	 1,195
Units Sold	56	556	5,562
 Market Size	 750	 7,500	 75,000
Breakeven Market Share	71.92%	8.65%	1.59%

OUR FINANCING PLAN

Our business will be funded externally during its early phases. We would start with a 3 phase plan in order to start off the business from concept to product development.

NON - DILUTIVE FUNDING

Phase one, which would be the Problem solution phase. This would require a total of \$ 50k to start the business off to develop a minimum viable product and collect feedback from early adopters on how to make the product better. This phase would take 3 to 12 months to complete. This would be funded through non-dilutive funding such as the Panther Pitch at the University as well donations from friends and family.

Once a minimum viable product is developed, the next phase would be to start making adjustments to the product for Product/Market fit. This would require a total of \$ 100k and will start in the second year. This would be funded primarily through NRC IRAP.

Once the program is further developed, we can move on to the final stage, which would be to modify the model further to get to the scaling phase, which is where we would require further funding of about \$250k in order to scale the business to build traction and gather more customers, and in turn, increase the revenue in the business. This would be funded through the Atlantic Canadian Opportunities Agency (ACOA).

An admin for your small business

Presented by Shivangi Sharma, Sharon
Adeyemi and Prabesh Kunwar

**Admin
AI**

Pitching presentation

...



Triggering Event

Problem

Too Many Documents, Too Much Distraction

When the documents can provide insights for business decisions, why not keep them organised ?

01

Document Overload problem

Managers still categorise the documents manually, small businesses don't have a system to manage docs

02

Sorting, searching, missing data

Some information is crucial for meeting reporting standards and customer needs, you can't miss them

03

Small business uncertainty

Small businesses lack the BI tools that may help drive business decisions

Desired Outcome

Simplify your
business
admin

Solution

AI Assistance

Industry standards providing the AI assistance in managing documents and solution that tackles your information for business insights

SOLUTION 01

AI to categorise documents

SOLUTION 02

Decisions based on your data

SOLUTION 03

Snap and go - it's that easy

Alternatives / Problems

Direct competitors

Quickbooks and spreadsheets are manual, and require an added cost to enable NLP and OCR



QUICKBOOKS



EPSON RECEIPT



EXCEL

Indirect competitors

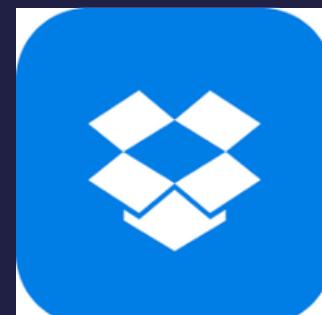
Microsoft BI, square provide a niche business service with integrations that add cost, dropbox is not a solution



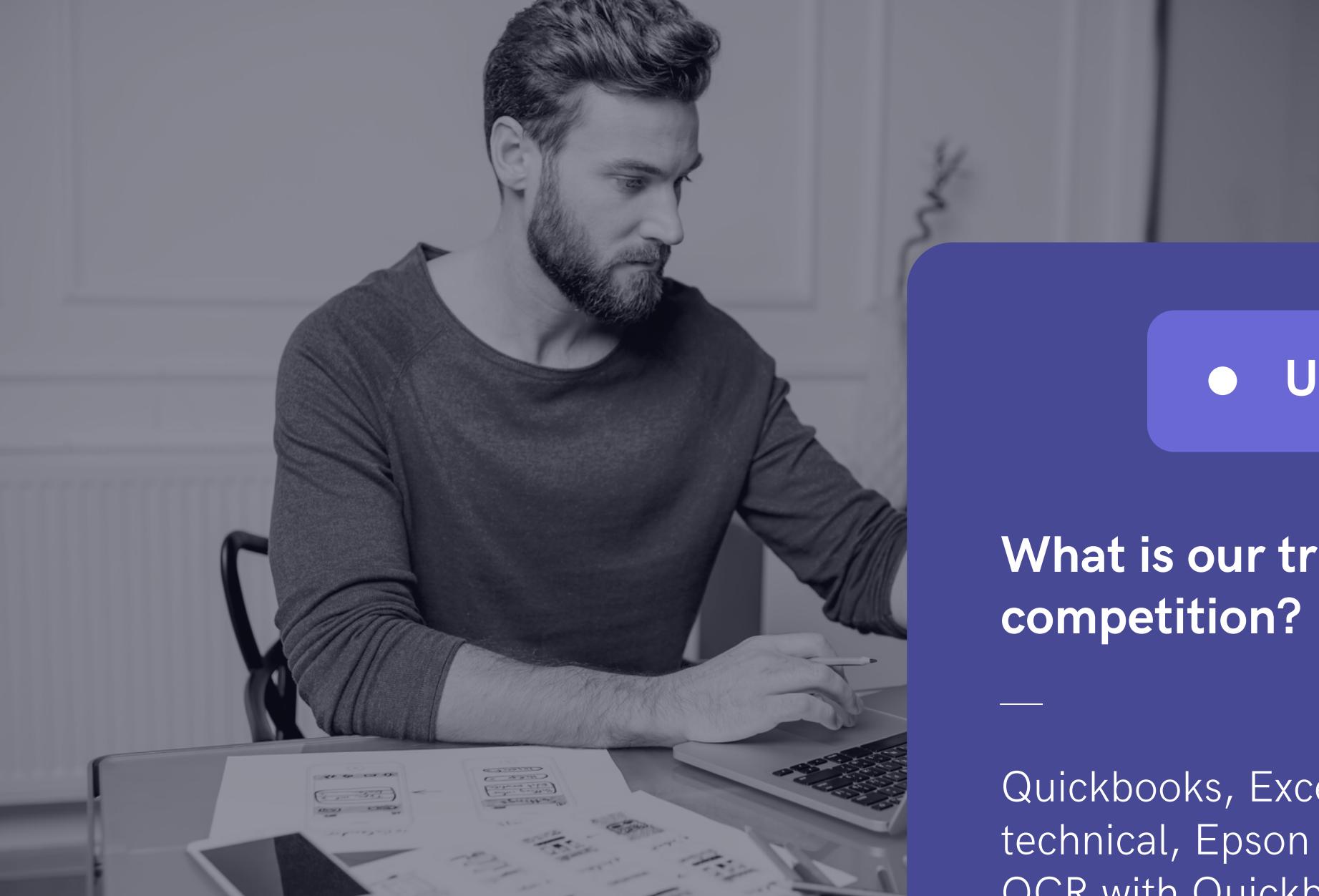
MICROSOFT BI



SQUARE



DROPBOX



How we create value?

● **UVP question 1**

What is our true competition?

—

Quickbooks, Excel are manual, technical, Epson provided NLP, OCR with Quickbooks only

What is the problem addressed with the true competition?

—

Business transactional recording and analysis in the palm of small business people

UVP

Do what you love to do, without spending time in documents

● **UVP question 2**

Defensible solution

Unfair Advantage

—

What makes our business
completely unique

Unfair Advantage 1

Insider's Information

UI/UX solution that is
accessible with minimal
learning time

Unfair Advantage 2

Company Collaboration

Build Engagement Model
partner advantage with
Google Cloud

Unfair Advantage 3

Application Technology

The application is built
using the Google's AI
platform



Revenue Stream

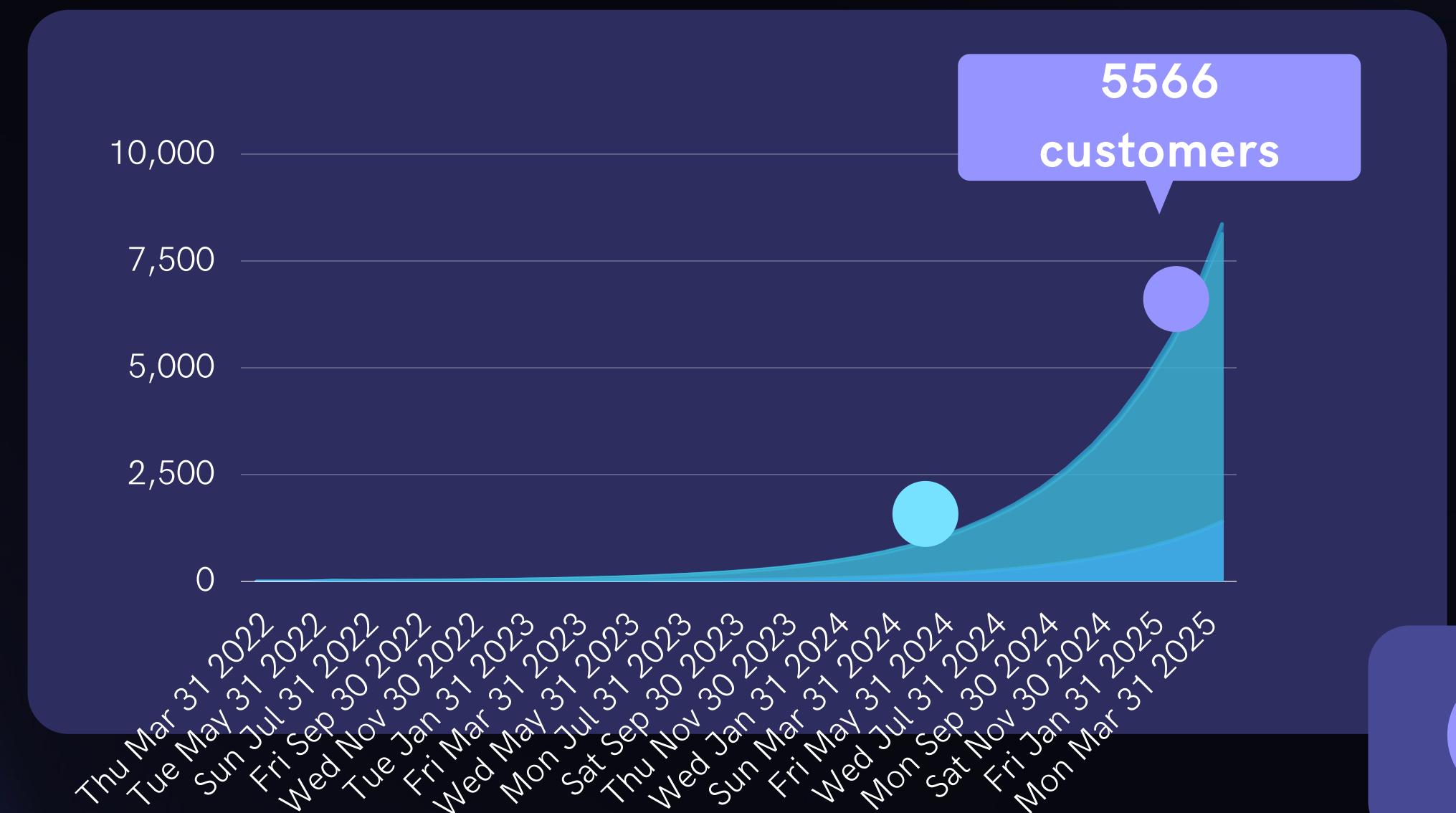
Subscription model includes features of categorisation, premium features allow you to have analytical features based on your business

1 Subscription

2 Premium

3 Freemium

Traction Roadmap



Pricing is \$30/user/month for a customer life of 2 years and acquisition rate of 10%

Minimum Success Criteria \$2MM

1 90 day Goal: 5566 customers by April 2025

2 Product Market fit: 556 customers by Apr 2024

Rollout Strategy

Our Plan

Now

Further define our early adopters and customise app by understanding their business process and needs

Next

Developing a strategy for our application, releasing on a feature basis, with the AI platform

Later

Key industry partnerships to improve our analytics and support our AI solution

Our AI application plans to be an organiser and help businesses make key decisions to remove uncertainty

Small businesses don't need to be surrounded by manual paperwork, when the business can leverage NLP and OCR to save wasteful hours

...

Our team

Let's meet our young team members
who would be budding graduates and are
passionate about the problem

SHIVANGI SHARMA



Founder and CEO
Admin and 4th year CS student

SHARON ADEYEMI



Lead Engineer
4th year Engineering student

PRABESH KUNWAR



HCML specialist
Health worker and CS student



The Ask

Call to Action

PHASE 1

\$ 50 K

3-12 months

Family and friends, Innovation PEI
Ignition fund, Panther Pitch

PHASE 2

\$ 100 K

4 - 12 months

NRC IRAP

PHASE 3

\$250 K

4 - 12 months

BDP or AIF

Thank you

 ADMIN AI

**Manual business
administration should be
the days of the past**

...

Contact Us

ssharma3@upei.ca
sadeyemi@upei.ca
pnkunwar@upei.ca

OUR INNOVATION TRINITY ASSESSMENT

DESIRABILITY ASSESSMENT

After researching what the current alternatives do to assist our early adopters, we are able to highlight the following features of our product for its unique value proposition. Our product would be able to address the learning curve by adapting to new technology due to its simple design to show only the most relevant information with more details if the user needs them. It would also be easy to navigate as all the documents would be categorized and linked so any supporting documents for a specific file would either be referenced or placed in the same folders. We would be using AI/ML technology in order to achieve this and it would also be used for the analysis of the document's information to make business decisions easier. Integration with cloud storage would be an essential feature as well, this would allow the user to be able to easily move an existing document to our system or access the document directly from their cloud storage without any additional hassles.

Our axes of better is based on the Kano model of customer satisfaction, where our product is compared with the existing solutions and has an advantage in simplicity and usability. Our product would easier to understand as it would not require much technical knowledge to navigate and the documents would be sorted using Natural Language processing in order to ensure all documents are placed in the correct folders with a keyword and voice search feature to pull up any documents in relations to a specific work, in case, a user forgets the exact title but knows what the document contains. Based on the documents within our product, the user can also get business insights on the documents in each folder, which would only be available to the user and we would not have access to for the privacy of the user.

OUR INNOVATION TRINITY ASSESSMENT

FEASIBILITY ASSESSMENT

NOW-NEXT-LATER ROADMAP

We plan to run customer interviews to find our early adopter, stress test our feature releases iteratively with our adopters. Participate in panther pitches and family and friends for our first financing phase.

You are here

We follow concierge MVP where we provide consultation to our adopters to test our analytics feature. Apply for Google partner advantage and prepare for the second fund phase.

NOW
(3 months)

NEXT
(12 months)

LATER
(24 months)

Our later plan is to take our revenue to scale our company. Start free youtube channel to showcase how our product is used by real world clients to predict business needs. We start our third fund plan.

By this time, we start unique forecasting for our obtainable market and apply for second funding plan.



3 MONTHS

9 MONTHS

36 MONTHS

BUSINESS MODEL VALIDATION

BUSINESS MODEL GROWTH

BUSINESS MODEL DESIGN

OUR INNOVATION TRINITY ASSESSMENT

VIABILITY ASSESSMENT

Our minimum success criteria is to have \$2M of revenue with 5,666 customers by the end of the third year with a \$30 base monthly subscription fee.

As per the dashboard and balance sheet of our financial model, we can see that at the end of the first year, our **Net Income** is \$ 68,386, which equals the **Total Owner's Equity**, we have a 100% **Return on Equity (ROE)**, and for the first year. We have **total sales** of \$157,500 with \$91,181 **Operating Profit**, which leaves with 43.42% of **Return on Sales (ROS)** by the end of the first year. At the end of the second year, our Net Income increased to \$179,273 with an ROE of 72.39% and ROS of 55.85%. Similarly in the third year, our net income reached \$442,926 with an ROE of 64.14% and ROS of 58.88%.

Companies with (15-20%) ROE are generally considered good, but we have exceptionally good ROE of 100%, 72.39%, and 64% for the first, second, and third years, respectively. To get to these figures, we had to change our staffing plan, and promotion and reduce our expenses. Due to the choice of non-dilutive funding, our debt:equity ratio is 0, which allows us to have a higher return on equity.

We plan to start with 3 executive members in our company, the CEO (Shivangi), an engineer (Sharon), and a software developer (Prabesh), and continue till the end of the third year. We removed all the VP staff and researchers from our original plan to maintain our ROS.

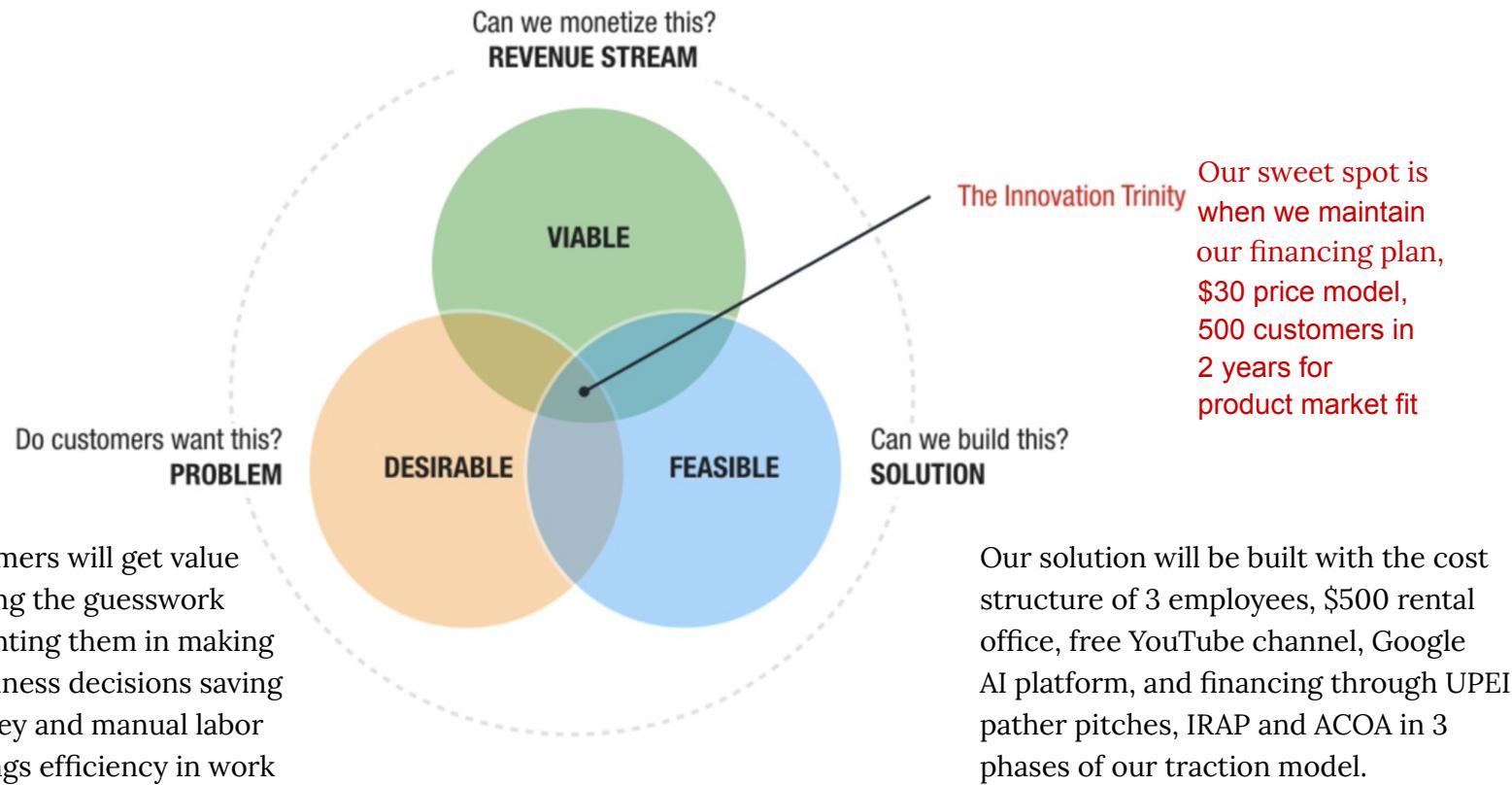
We had planned to promote our product through youtube ads but according to our traction model, we had to reach out to 116,100 customers monthly, which would cost a total of \$ 11,610, if we would only pay 10c per click but it could get higher if we wanted to make our ad more effective. So, we decided to create our own youtube channel for free and run our promotion there.

And for our office, we decided to rent a room for \$500 per month including utilities. This helped us completely eliminate our utility cost and we could have a quiet and spacious (250 sq. ft.) room for our official use.

OUR INNOVATION TRINITY ASSESSMENT

SWEET SPOT

We plan to capture our target customers of small businesses that has 90% market share
We plan to have a monthly subscription model half the price of our direct competitors.



OUR INNOVATION TRINITY ASSESSMENT

HIGHLIGHTS OF THE OVERALL BUSINESS MODEL

We hypothesize that our opportunity lies in the small business sector, which forms 90 percent of the businesses in Canada. We investigate that our minimum success criteria is by acquisition of 10 percent of this market share at \$ 2M and plan our goal through a traction roadmap, which allows us to scale at 10X rate if we reach 5,556 customers and 1,161 new customers every year at the end of 3 years. Our business model investigates the problem faced in small businesses' active workflow, a daunting task of paperwork that does not provide any value. We provide that value by removing this manual labor through automatic categorisation by a proposed AI solution commonly used in our everyday apps such as natural language processing. We then test our hypothesis with an experiment we designed called customer interview scripts, and we share the details of this experiment. We also plan our financial journey that includes our 3 year income, promotion, staffing plan in our subscription based pricing model, which has a net zero debt ratio and a higher return on equity for future stakeholders. We also propose a financing plan and sources to fund our business operations, namely through pitches, IRAP, and ACOA through phases in our traction model. Finally, we deliver our pitch to generate interest and receive advice. Finally, we assess our business model through the desirability, feasibility and viability circle and try to assess our sweet spot

REFERENCES

1. [Key Small Business Statistics — 2020](#)
2. [Prioritizing product features using the Kano model.](#)
3. [Analysis of Return On Equity - null Legacy](#)

Contribution list

Apr 14, 2022

- Format
 - pdf
- Email
 - Customer force tool
 - Excel financial model spreadsheet
 - Pitch slide deck
- Title Page -
 - Business idea name
 - Member names
- Opportunity -
 - Problem you are solving?
 - Who has the problem?
 - Market size and 3 year revenue goal
- Business Model Story -
 - Final lean canvas
 - Briefly describe other lean canvas -
 - Together
 - Highlights of the final business model
 - Why did you choose your final business model?
- Traction Roadmap Story -
 - Vision of scale - MSC
 - Revenue Pricing Model - Subscription model
 - Summary of key assumptions
 - Sensitivity analysis - diff price points considered and how did you land on the final choice ?
- 90-day Validation Plan ??
 - Together
- Riskiest assumptions

- Goals for the plan
- Problem Discovery Sprint Story / Experiment Together
 - Customer interview summary using customer force Prabesh
 - Law firm and restaurant - Shivangi
 - Accounting and grocery - Sharon
 - Senior home and households - Prabesh
- Problem Solution Sprint Story Apr 7, 2022
 - Characteristics of early adopter customers Prabesh
 - Description of problem our MVP will solve Prabesh
 - Mafia offer Shivangi
 - Unique value proposition statement
 - Offer pricing details
 - Description of demo to deliver offer to early adopter
 - Description of MVP to be built in 2 mon
- Financial Outlook Story Sharon
 - Sensitivity analysis on your financial model
 - Key highlights of final financial model
 - Dashboard
 - Income
 - Balance sheet
 - Cash flow
 - Break-even analysis
 - 3 year financial model
- Financing Plan Sharon
 - Bootstrap
 - Cash flow plan
 - External
 - Type of funding (non-dilutive/investor)
 - Future funding amounts - how much and when?

- From whom?
 - Story Pitch deck
 - 10 mins pitch
 - Same hero framework
 - Desirability, Viability and Feasibility Trinity Assessment
 - Highlights of business model Shivangi
 - Desirability
 - UVP
 - Axes of better
 - Viability
 - Dashboard metrics - Income, return on sales, return on equity
 - Feasibility
 - MVP
 - Hit the SWEET SPOT - why do you think you can do it?Shivangi