

## Grocery Scan – Assignment #3

Deadline: 12 March 2024

1) Finalized growth engines and the related metrics.

Kickstarting growth by **virality**, then shifting to **paid** growth engine.

1. Word of mouth, sharing content, sending invites to your friends and a referral program.
2. Monthly subscription plan for extra features added to the free version of the MVP.

### Virality metrics

1. Impressions (in news feed, etc.)
2. Reach to download conversion rate
3. Average usage frequency (how engaging)
4. Retention rate (daily usage)
5. Churn rate (losing customers)

### Paid metrics

1. Average subscription period
2. Trial to paid conversion rate
3. Number of monthly/annual subscription

2) **Detailed revenue model** including price breakups keeping in the different growth metrics you choose for your project.

- Freemium combined with subscription model (Base: Free - Premium: subscription)
- 1-week trial + €10 monthly OR €100 annually (*17% OFF*)
- Investors/Incubator programme/Crowdfunding (Kickstarter, Indiegogo): 1.000.000€
- Partnerships and collaborations with grocery stores: 50.000€

### Cost structure

Development	~600.000€	Three full-time developers
Marketing	~200.000€	Two contractors / agencies
Office and servers	~200.000€	Yearly (by contract)

The cost of developing the M.V.P. is low in the first round after that it jumps due to the prices of servers, databases, and office.

In the first round you do not need to spend money on marketing but as soon as you have a highly functional model it becomes expensive.

3) Clear progress according to the finalized MVP plan.

#### **Current state**

- Project & framework initialization (Flutter, Github, IDE)
- camera barcode scanning (Camera permission)<sup>4</sup>
- demo on Android device