

## Running Objects - First Canvas

<p><b>PROBLEM</b></p> <p>Developing quickly and with quality is very complicated</p> <p>Development needs to focus in add more value to the product</p> <p>Security architecture is not clear or not easy to adapt to business needs.</p> <p>Maintainability and scalability is painful</p> <p>Integration is not available</p> <p><b>EXISTING ALTERNATIVES</b></p> <p>Naked Objects</p>	<p><b>SOLUTION</b></p> <p>Model-Driven Design concepts with Object-Oriented modeling</p> <p>Object-Oriented User Interface, Automated Persistence and Unit Testing</p> <p>Fluent Security API</p> <p>Extensible via abstracted architecture</p> <p>RESTful Service Layer</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>Helps developers to build high quality applications quickly and with no pain.</p> <p>Helps companies to reach success developing time sensitive projects.</p> <p><b>HIGH-LEVEL CONCEPT</b></p> <p>Agile development becomes reality</p> <p>Where technical and business team understand each other.</p>	<p><b>UNFAIR ADVANTAGE</b></p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Individual Consultants and Freelancers</p> <p>Consulting companies</p> <p>Startups and small corporations</p> <p><b>EARLY ADOPTERS</b></p> <p>Individual Consultants and Freelancers w ith time sensitive projects.</p>
<p><b>KEY METRICS</b></p> <p>Buy Subscription</p> <p>Install NuGet package</p> <p>Download</p> <p>Access Get Started page.</p>			<p><b>CHANNELS</b></p> <p>Blogs and Magazines</p> <p>Search and Social Networks</p> <p>Workshops and Events</p>	
<p><b>COST STRUCTURE</b></p> <p>Hosting Costs - GoDaddy - \$10/month</p> <p>Grasshopper (800 and phone system) - \$25</p> <p>Break-even - 1 support customer</p>			<p><b>REVENUE STREAMS</b></p> <p>Paid support (monthly contract)</p> <p>Paid consulting (per hour)</p>	

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