



"Me and my mates get really competitive when it comes to sizzles, feels so good to get a discount at BK after school. "

CompetitiveSocialOutgoing

Goals

- To access the latest Burger King deals and meals quickly and easily on a phone app.
- Obtain a fast and cheap meal.
- To impress friends and be included in after school 'hanging out'.

Frustrations

- Unaware of the latest meal deals at Burger King, and accessing the information is tedious.
- Gets lots of social media kudos, but doesn't receive any tangible rewards.
- Wants a platform for his friends to communicate on and meal deals encourage them to all meet-up offline.

Bio

Sam is a school student and 15 years old. He lives with his parents in Sydney. Sam is social and outgoing and enjoys hanging out with his friends after school. Sam has an active online social presence. He also enjoys gaming and is competitive. Sam and his friends often eat fast food after school as it's cheap, and they are able to spend time in the restaurants without needing to spend much money. Burger King is located near the train station, making it a convenient place for Sam and his friends to go to after school.

Motivation

Incentive	
Fear	
Growth	
Power	
Social	

Brands & Influencers

YouTubeDoritosH&MAppleNikeFacebook

Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	



"Im always in a hurry, I have a lot on most days! But love a laugh with my friends when I get a free moment."

SocialHardworkingBusyComedian

Goals

- Buy a quick and filling lunch and get back to work.
- Stay in contact with friends and family.
- Recieve updates on latest sports, news and deals.
- Stick to a low daily budget so he can save and spend money on socialising with friends and family.

Frustrations

- It's hard to keep track of good deals and don't have the time to research on a busy schedule.
- Has a great sense of humour but there isn't a platform to post his jokes and daily thoughts.
- Wants a fast high-calorie meal at lunch.

Bio

Kai is a construction manager based in Melbourne, he is 25 years old. He is a hardworking extrovert with a great sense of humour. He lives a busy lifestyle and wants a quick filling lunch so he can get back to work. He is not health conscious and wants to eat something cheap that can fill him up for an afternoon of work. Kai has a fantastic sense of humour so loves the idea of a social platform where he can post sizzles and gain 'whops' for his comments. He also likes to be informed on Burger King promotions and deals so he can stick to his strict budget.

Motivation

Incentive	
Fear	
Growth	
Power	
Social	

Brands & Influencers

AFLcolesopartoMicrosoft

Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	



"Love to go out on a Saturday night and will always grab a BK on the way home"

Party-animalSocialOut Going

Goals

- To be active and engage on all social platforms, has a large network of friends.
- By accumulating whoops she can prove her strong social profile to employers (works in PR).
- Loves to go out on the weekends, and enjoys the benefits of a deal on a late night food purchase.

Frustrations

- Has a strong social profile but no tangible rewards.
- Many online social platforms are saturated with advertising or too multi-purpose that personal messages and comments are lost on them.
- There are few places where you can get late night fast food in Sydney.

Bio

Sarah is 21 and works at Sweaty Betty PR in Sydney. She is single and has a large network of friends, being social is an integral part of her work and life. She is active on all social platforms and works hard to keep a strong online presence. Sarah loves to go out on the weekends and often she will grab some food on her way home. Sarah is frustrated by getting no tangible rewards for her strong social presence. Sarah loves the idea of getting deals at Burger King for whoops, this will allow her to save money she spends on late night food and be great kudos in PR. She also thinks it's great to have a platform where your profile clearly shows your own posts and peoples responses to them.

Motivation

Incentive	
Fear	
Growth	
Power	
Social	

Brands & Influencers

InstagramFacebookWhatsApp

Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

The Problem

Top 3 Problems

- Burger King cannot directly interact with its customers.
- 16 -25 year olds want to impress their peers online and gain rewards/promotions in doing so.
- Burger King does not stand out from competitors.

Existing Alternatives

- McDonalds have "Myapp"
- KFC - have a live feed of promotions.

Your Solution

Top 3 Solutions

- provide an avenue for Burger King to stand out from its competitors;
- allow Burger King to increase customer retention and build a more personal connection with customers through the collection and analysis of user data; and
- give Burger King's 16-25 year old customer base the ability to impress their peers through promotional activities such as whops and sizzles.

Key Metrics

Key Activities

You Measure

- Data analytics. Burger King will be given an admin account with comprehensive information on the user base.
- Ability to track trending sizzles and conversation topics, along with each user's favourite Burger King meal.

Unique Value Proposition

A Clear and Compelling Message

Our BKBTC application is an online platform where users can connect with each other. The BKBTC application will appeal to socially conscious 16-25-year-olds. The users can post their own 'sizzles' and like other's posts with 'whops'. The user will

The activity on the platform will provide Burger King with invaluable real-time data. In doing so, the company will be able to better understand their customers and provide them with deals on their favourite products.

Unfair Advantage

Your Differentiator

- strong social media community in the app.
- Interactivity amongst users with 'sizzles' and 'whops'.
- Access to promotions and deals according to the amount of 'whops' received.

Channels

Path to Customers

- Social media platforms.
- Promotional events.
- Word of mouth.

Customer Segments

Target Customers

- Young School Boys
- Working men who need a quick cheap meal.
- Socialites

Early Adopters

16-25-year-olds who want to impress their peers.

Cost Structure

Customer acquisition costs, distribution costs, hosting, people, etc.

Deposit \$5,000 paid by Burger King Co to Giant Peach Corporation.

Phase Cost for Scope of work, 40hrs for \$23,400.

Post Project maintenance 1 year - \$12,000 2years - \$22,000 and 3 years - \$30,000.

Revenue Streams

Revenue model, life time value, gross margin, etc.

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