

Whatsleft - lean canvas

Time horizon 3 to 4 months MVP

Reference: adapted from <https://app.xtensio.com/>, and generated from Data Ventures lean canvas template: <https://github.com/dataventuresnz/venture-dv>

Problem Small businesses - eg sole proprietors, partnerships - don't have a real-time image of their true available funds: the GST they owe after income and expenses, and what their accurate, real-time available funds are.	Solution GST-as-a-service: - accurate, real-time available funds, calculated as funds in account minus GST, outgoings etc - forecast GST payable - reminders when GST is due	Value proposition There are no Personal Finance Manager (PFM) products for small businesses at the moment. The products in the market currently address forecasting tools and larger financial obligations. There are for consumers - eg Kiwibank's beta service (still in testing) - and large organisations will use accountants etc.	Advantage We have the data for this kind of thing (ito business analysis), and might find it easier than many to set up the relationship with IR.	Customer segments Small organisations with simple finances (1-10 people).with revenues of \$60 - 500k / annum Owner operators Contractors
Existing alternatives GST calculators. Accountants. Bookkeepers Henry. Bosspac. Assumptions :	Key metrics IRD metric on paying GST on time	High level concept Personal finance management (PFM) for small businesses, giving a real-time picture of their GST commitments and what funds they truly have available. No accountants needed (for your GST)! Stakeholders Technology development partner Branding and website Central gvt agency Accountants	Channels Social networks. Word of mouth. Banks - Westpac, Asb (MVP) MYOB / Xero customers. Small business consultances / services / advice organisations / services / directories (eg the wellington business support tool). Training or advice for people starting out/small businesses. Recruitment agencies	Early adopters Organisations (eg sole proprietors) who use a seperate business bank account. Small organisations not using accountants or bookkeepers.
Cost structure Complexity: 3 Risk: 5 Effort: 5 Acquisition: 5 Customers Value (1 = lowest): 7			Revenue streams Subscribers to the app / API. A cut if the app / API gets people to sign onto accounting products White labelling / license fees for organisations like banks?	