LEAN CANVAS

Title: FYBY - For You, By You   **Date:** Aug 29, 2020

PROBLEM 🔒

Low-income individuals and families have limited access to basic needs and necessary services.

Businesses experience excess product by EOD for businesses, food going bad on everyone's pantries

Individuals new to a community may not know anyone and find it hard to familiarize themselves with their neighbors/community.

EXISTING ALTERNATIVES ↗

NYCares offers volunteering opportunities to help the community with kitchen soups, food drives

Instagram accounts where people can donate stuff for others to pick up instead of throwing it out.

Handy helps people to connect with someone who may need a service or viceversa - you have to pay.

Fiverr/Upwork offers freelancing work for a fee.

OLIO allows you to connect with your neighbors by sharing surplus food. Only focuses on food.

SOLUTION 🔑

Create a site where people can list the products to either donate or to exchange them for something they may need

Businesses or individuals who want to dispose of products for others to use rather than ending in a landfill can use FYBY to connect with their community and find people who need it.

Users who may be new to a community can connect with others by donating or looking for a service they may need.

KEY METRICS 📈

Number of active users per week/month

Number of posts made by week/month

Number of new users signing up weekly/monthly

UNIQUE VALUE PROPOSITION 🎁

This platform will give people the opportunity to let you find something may need as well as let go/get rid of something you may not use anymore. Or, you also have the opportunity to exchange your skills for a service someone else may offer. The idea of this platform is to help individuals become part of a community where everyone benefits from one another, where what you give returns to you in a different form or shape. Although the idea is to exchange goods/services for the same thing rather than monetary value, individuals can opt to pay a fee to one another

HIGH LEVEL CONCEPT ✴

FYBY = Craigslist for exchanging products and services for a low/no fee

FYBY = Handy for exchanging services

FYBY = OLIO for sharing more than food.

UNFAIR ADVANTAGE 🏇

FYBY has an advantage over existing alternatives as its focus relies on letting users exchange services by providing services rather than paying a monetary fee. Although FYBY does not limit users from providing or receiving a monetary fee, FYBY enforces its users on exchanging or providing a service/product with no expectation of a monetary fee.

CHANNELS 🚚

Connect with local community groups and non-profits on FB Groups and Instagram and promote FYBY for them to use

FYBY is intended to be free for users. Businesses who may be interested on joining can pay a low fee for extra tools or settings to help them with their key metrics.

FYBY will have a tutorial on how to use site when a user creates an account. Also, FYBY will provide How-To tutorials for users to learn how to use a tool or use a setting on the site. Lastly, users can contact FYBY to receive training support.

CUSTOMER SEGMENTS 🧑‍💼

Businesses with excess food at EOD which needs to be given away to not throw away

Individuals who may be looking to exchange a skill for a service

Individuals who may want to volunteer their time or donate products

Individuals who may need a service and cannot give something back right away

EARLY ADOPTERS ◔

Community-led groups who may use Facebook Groups or Instagram accounts as their platforms.

non-profits who may want to help their communities

people who are interested on using a single platform to find free food, products that others want to give away

People interested in helping their communities by donating surplus food, furniture or products they no longer need/use.

COST STRUCTURE 🧾

In order to have the app running, it would need at least two full-stack web developers (one whose main focus would be the server side and one for the client side). With FYBY being located in NY, the developer's salary would have to be $80K+.

With FYBY being a startup, most people will have to wear multiple hats. People in the product side will handle the Marketing/PR as well as potential Partner Relationships.

As work has moved remotely, this alleviates the costs that would have been needed to accommodate the team in an office space. If needed in the future, FYBY plans on using Knotel to rent office space.

REVENUE STREAMS 💰

Donations page - As FYBY is community oriented, it will have a page where community members can make monetary donations to keep the page running.

Businesses fee charge - By charging big businesses a fee, it will allow FYBY to generate an income to maintain the platform and keep it running for the community.

Crowdfunding - FYBY will organize funding events to receive help from its users.

LEANSTACK
leanstack.com