

Recave Lean Canvas

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| <div><div>Problem</div><div><ul style="list-style-type: none">●Moving long distance is difficult●People move more often●Jobs are seen as more temporary (12 - 24 months)●Furniture stores are not “fun”●Matching across stores is difficult●Rental is not often seen as an option</div></div> | <div><div>Solution</div><div><ul style="list-style-type: none">●Take pictures of flat or upload a floor plan●Proposes matching the furniture with simple filters●Possibility to tweak suggestions●Purchase/rent across stores</div></div> | <div><div>Unique Value Proposition</div><div><ul style="list-style-type: none">●Helps you visualize your furnished flat●Proposes well-matching furniture across all partners●Easily match with your dreams using simple filters●Fine-tune by giving simple feedback on proposed options●Comparison between buying vs renting●Switch if you don’t like it</div></div> | <div><div>Unfair Advantage</div><div><ul style="list-style-type: none">●Usability●Service rather than an owner of objects -> can really focus on usability/ moving experience & improve this</div></div> | <div><div>Customer Segment</div><div><ul style="list-style-type: none">●Tech affine professionals●Moving cross border / long distance●Mid to high income</div><div>Early adopters: Young professionals moving often</div></div> |
| | <div><div>Key Metrics</div><div><ul style="list-style-type: none">●# partners willing to cooperate●# companies offering our service●App downloads / usages / ratings●# leads / purchases</div></div> | | <div><div>Channels</div><div><ul style="list-style-type: none">●Our product - Website / App●Companies’ HR●Relocation service providers●Apartment selling/ renting website (floorplan upload)</div></div> | |
| <div><div>Cost Structure</div><div><ul style="list-style-type: none">●R&D●Hosting●Partner contracting●Advertising</div></div> | | | <div><div>Revenue Streams</div><div><ul style="list-style-type: none">●Lead fees●Purchase commissions●Premium features (e.g. export)</div></div> | |