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Title:	Created By:	Date:	
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PROBLEM

List your top 1-3 problems.



- 1. Marketing campaign is not responsive enough.
- 2. KOLs not controllable and hard to pick from massive choices
- 3. Hard to evaluate campaign effectiveness especially for SMEs.

EXISTING ALTERNATIVES

List how these problems are solved today

- 1. Massively invest in digital marketing, but not for SMEs.
- 2. Hire MCN companies
- 3. Buy data from 3rd party data providers, but hard to evaluate it

SOLUTION

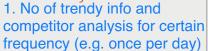
Outline a possible solution for each problem.



- Automatically collect market trendy info and content pushed by competitor under similar industry
- 2. Virtual KOLs and quickly produce relevant contents.
- 3. Establish a minimal business pipeline (Location based event package)

KEY METRICS

List the key numbers that tell you how your business is doing



- 2. No of followers and viewers of virtual KOLs
- 3. Conversion rate (target should be close offline campaign)

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attetion.

- 1. Precision marketing
- 2. Capable for scale
- 3. Innovative concept (virtual KOLs)
- 4. Lower cost and faster response
- 5. Easier to do A/B test and get feedbacks

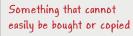
HIGH LEVEL CONCEPT

List your X for Y analogy
(e.g. YouTube = Flickr for videos)

初音未來 selling Macau tourism in real life

MarTech for everyone

UNFAIR ADVANTAGE



- Combination of data driven campaign & virtual KOLs with patents (NFT)
- The followers' experience are not immutable, leading to higher stickiness.

CHANNELS

List your path to customer (inbound or outbound)

Social media O2O

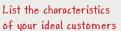
CUSTOMER SEGMENTS

List your target and users.



- 1. Local SMEs e.g. F&B, retails
- 2. Macau Gov. Tourism office
- 3. Gaming Industry

EARLY ADOPTERS



1. Local SMEs

COST STRUCTURE

List your fixed and variable costs

Fixed:

- Virtual KOLs (outsource or R&D cost)
- Precision marketing (Business pipeline) development cost
- Mini program (outsourced or R&D cost) Marginal:
- Content operation cost
- Scale-up Business pipeline
- Maintain virtual KOLs
- Buy data from 3rd parties (API)
- Scale-up mini program landing page



REVENUE STREAMS

List your sources of revenue



- Business Consultation Fee
- Service subscription / maintenance
- Commission per succeed converted transaction
- Virtual KOLs event revenue
- Campaign commission



