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Title: _____ Created By: _____ Date: _____

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.



1. 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



1. No of trendy info and competitor analysis for certain frequency (e.g. once per day)
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 attention.



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

Something that cannot easily be bought or copied



- 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

List the characteristics of your ideal customers



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