Revenue Streams

Revenue Model – free app + % profit, monthly rate, pay upfront, pay low upfront + % profit

Life Time Value – Varies based on revenue model

Revenue - $2/registration + % of monthly profit

Gross Margin – Varies based on revenue model

Iteration #1

January 13 2018

KryptoWachst

Key Metrics

Key activities you measure

* New Account Signup
* Repeat Logins
* Churn
* Buys/Sells initiated
* Total User ROI

Channels

Path to customers

* Social Media
* Blogs/News relevant to Crypto
* Web Ads

Cost Structure

Customer Acquisition costs - Ad Buys - $500, Upvotes - $$

Distribution costs – AWS fees – 100-1000/year

Hosting – AWS fees ^

People, etc. –

Total – $1500-2000 to GTM

Customer Segments

Target customers

* 18-35
* Tech-Savvy
* Investment Conscious
* Open-minded
* Cutting edge
* Understand the importance of Data Driven Decision making

Unfair Advantage

Can’t be easily copied or bought

* Proprietary Analysis

Unique Value Proposition

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

* We can provide accurate analysis and inform your buying decisions better than if you were to try and monitor it yourself

Solution

Top 3 features

* Provide Buy Alerts on a 24 hour basis
* Create a knowledgebase to help get you better informed
* Provide a simple portfolio manager Mamanagement interface

Problem

\*There is no easy way to Monitor Crypto Prices 24/7 to know when to buy

\*There is a lot of misinformation in the cryptocurrency space

\*It is confusing to keep track of all of my investments when they are not through one exchange

**Lean Canvas**

PRODUCT

MARKET