

The Lean Canvas

Designed for:

TIKI

Designed by:

GROUP 1

On: dd/mm/yyyy

Iteration #

Problem

top 3 problems

Customers have to go to the nearest store / market / supermarket to purchase goods

Customers' selections are limited by physical area of the store

No rating, recommendations, reviews for offline/onshelf products

Existing alternative: at the time Tiki launched, there are no single alternatives. Some vendors run their own online store but does not solve all the above pain points

Solution

top 3 features

Build an online store that ships goods

Build an online stores that connect to various providers

Build an online system that allow reviewing, rating from customers

Key metrics

key activities you measure

Metrics that I will capture are:

1. Website traffic (via referrals and via direct visit)
2. Return on investments (sales conversion rate, emails opt-ins, abandoned cart rate)
3. Monthly active users (people who signed up for the platform)
4. Customer acquisition cost (because it is new)
5. Offline operations cost

Unique value proposition

single, clean, compelling message that states why you are different and worth buying

Order, receive then review anything from one site conveniently

Because there are offline store, customers are not limited to choices that are in their geolocation. Because it is online, and products are shipped to users, they can do shopping at their own pace, in their own chosen timeframe, anywhere in Vietnam. Because it is online and listed, feedbacks can be received, stored and displayed in real time and forever.

Unfair advantage

can't be easily copied or bought

Technology to store unlimited choices of products and listings.
Technology to connect with any providers.
Technology to connect users to logistics and deliveries.
Technology to store & manage customers data in a scalable way.
Lower prices, wider customer base
No direct competition at launch.

Channels

path to customers

1. Affiliate marketings
2. Referrals
3. Social Media
4. Search Engine Optimisation
5. Blog/Copy-writing

In the early day: Mostly will attract users by social media with discount codes

Customer Segments

target customers

People who wants thorough insights on products that they wanna buy

People who are busy, cannot accept moving around to find products

People who wants to search for a wide variety of products from one place easily

Early adopters: young-middle age people who can use internets and are busy at (office or family) -> have income, internet access, but not time

Cost Structure

What are the most important costs inherent in our business model?

Which Key Resources are most expensive?

Which Key Activities are most expensive?

From big to small: Logistics operations (KEY ACTIVITY) > Technology development (KEY ACTIVITY) > Marketing > Website hosting > Customer Service

Revenue Streams

For what value are our customers really willing to pay?

For what do they currently pay?

How are they currently paying?

How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?

Direct Sell