

	2/6/25	2/13/25	3/18/25	3/25/25	4/8/25
Calderon, Marianne Mae	1	1	1	1	1
Cornelio, Cedric	1	1	1	1	1
de Luna, Maria Alexa H.	1	1	1	1	1
Rubi, Larie Jane	1	1	1	1	1
	13	16/20	8/10	16/20	30/30

Team #	expenses
Startup Name:	LaundryLink
Startup Title:	LaundryLink: An IoT-Integrated Self-Service and Drop-off Laundry System with QR Code-Based Pickup Notification
Problem/s:	<p>In a world where many people struggle to find time to do their laundry, laundry shops have become an essential service—a modern-day savior for time-strapped individuals who'd rather trade a few bucks for clean clothes than spend hours sorting, washing, and folding. While patrons are accustomed to this convenient setup, it is important to recognize that not every solution is without flaws. Issues often arise when laundry staff fail to do their services properly; for example, the customer wanted their clothes washed, dried, and folded, but the staff failed to do so for whatever reason and just stuffed the washed clothes in the basket. Also, when laundry shops become overly busy, leading to inaccurate pick-up schedules and causing inconvenience for customers, these frustrations aren't just minor annoyances—they're real pain points. Missing clothes can feel like a violation of trust, especially when the missing clothes have sentimental value to the customer. And let's not forget the domino effect of delayed pickups: missed events, last-minute outfit panics, or wasted trips across town. For busy people already stretched thin, these slip-ups add unnecessary stress to an already hectic routine. Laundry shops aren't villains, of course. They're trying to keep up with demand in a world that's always in a hurry.</p>
Startup Idea:	<p>Many laundry customers face frustrations due to incomplete services, delayed pickups, or misplaced clothes, leading to unnecessary stress and wasted time. Laundry shops struggle to satisfy expectations and keep things running smoothly because of the increased demand. Our startup idea streamlines the entire laundry process by addressing these issues with an IoT-Integrated Self-Service and Drop-Off System for laundry businesses. Customers can select their preferred laundry service, choose detergents, and provide personal details, especially their email and phone number for notifications. The system includes an automated weighing scale that records the weight of the laundry in real-time, calculates the total price, and generates a receipt with a QR code. The QR code is then attached to the customer's laundry basket for tracking. Once laundry is completed, staff can scan the QR code, triggering an email and SMS notification to alert the customer that their laundry is ready for pickup, reducing errors, improving efficiency, and enhancing the overall customer experience.</p>
Target Market:	<p>Our target market for this startup project includes students, families, apartment and dorm residents, busy professionals, small businesses such as fitness center & gym, airbnb hosts and salons. The drop-off services would be ideal for people with busy schedules while self-service would be best for students and apartment residents who do not have washing machines or time to wash their clothes. It also caters to small businesses that needs frequent laundry services. Our system will be useful to customers that are looking for automated updates, and QR- based notification.</p>
CEO:	Calderon, Marianne Mae
Email:	mariannemaecalderon04@gmail.com

Lastname	Calderon
Firstname:	Marianne Mae
Gmail:	mariannamaecalderon04@gmail.com
Team Role:	Project Manager
Lastname:	Cornelio
Firstname:	Cedric
Gmail:	cedcedcornelio123@gmail.com
Team Role:	Database Design
Lastname:	De Luna
Firstname:	Maria Alexa
Gmail:	alexadeluna494@gmail.com
Team Role:	Developer
Lastname:	Rubi
Firstname:	Larie Jane
Gmail:	lariejanerubi@gmail.com
Team Role:	UI/UX Design
Lastname:	
Firstname:	
Gmail:	
Team Role:	

Group Activity 1 – Startup Idea

Instructions:

1. With your team, come up with a solid definition of the team's startup idea and the problem it solves using the following tools:

1.1 Problem Statement Canvas

1.2 Problem Statement Builder

1.3 Zen Statement

2. Read and follow the instructions indicated in each worksheet.

Instructions: The team must clearly define the problem statement using the Problem Statement Canvas. Using the template, describe the problem in terms of its context, root causes, customers (people who experienced the problem), emotional impact, quantitative impact, existing alternative(s) that the customers are currently employing to solve the problem, and the disadvantages of the existing alternative(s). Use the Problem Statement Canvas template.

[Check this sample Problem Statement Canvas](#)

THE PROBLEM STATEMENT CANVAS

STARTUP NAME [LaundryLink](#)
DATE [January 05, 2025](#)
VERSION [Version 1.0.0](#)

CONTEXT When does the problem occur? Issues often arise every Saturday, Sunday, and Monday around 7 in the morning until 5 in the afternoon.	PROBLEM What is the root cause of the problem? The principal factor causing this problem is inaccuracy pick-up schedules, causing inconvenience for customers.	ALTERNATIVES What do customers do now to fix the problem? If the problem occur, they will resort to find another laundry shop that may offer better service or convenience.
CUSTOMERS Who has the problem most often? Professionals, small businesses, and other people who live in cities with hectic schedules and need effective services.	EMOTIONAL IMPACT How does the customer feel? Customer feel frustrated, inconvenience, and discontent QUANTIFIABLE IMPACT What is the measurable impact? (include units) Lose on average (2-3) hours.	ALTERNATIVE SHORTCOMINGS What are the disadvantages of the alternatives? The time and effort in finding another shop, especially if the nearest laundry shop is far away. Also, different shops may have different rates or different policies and procedures, adding to the inconvenience of customers.

Instructions: From the output in Step 2, describe the problem statement using the Problem Statement Builder.

[Check this sample Problem Statement Builder.](#)

Problem Statement Builder

(Fill-in your answer to the given <prompts>)

When every Saturday, Sunday, and Monday around 7 in the morning until 5 in the afternoon occurs, professionals, small businesses, and other people who has live in cities with hectic schedules and need effective services, have caused this problem is inaccuracy and inconvenience.

Because of this, customer feel frustrated, inconvenienced, and discontented, then experience lose on average (2-3) hour.

Currently, they will find another laundry shop that may offer better service or convenience despite the time and effort in finding another shop, especially if the nearest laundry shop is far away. Also, different shops may have different rates or different policies and procedures, adding to the inconvenience of customers.

Instructions: Now that you have a clear description of the problem statement (Activity 3 output), come up with a 30-second value proposition pitch using the Zen Statement Builder.

[Check this sample Zen statement here.](#)

Zen Statement

LaundryLink

is an/n

automated queuing system

for

professionals, small businesses, and other people who live in cities with hectic schedules and need effective services.

that

wants to drop off and pick up their dirty laundry

enabling

them to check their queueing number and estimated bill depending on whether they have provided their own laundry detergents and weight where the system will notify the customer after the staff scanned the attached QR Code if their laundry is ready for pick up,

unlike

the possibility that they will resort to finding another laundry shop that may offer better service or convenience.

Group Activity 2 – Market Segmentation

Instructions:

1. With your team, identify the target customer segments for your startup and choose the first market. Use the following tools:

2.1 Customer Segmentation

2.2 Beachhead Market

2.3 Customer Discovery

2. Read and follow the instructions indicated in each worksheet.

LaundryLink

Problem Statement: Busy professionals, small businesses, and other people who live in cities with hectic schedules.

Solution: An IoT-integrated laundry service that offers self-service, drop-off options, and real-time notifications for laundry pick-up.

[You may refer to Customer Segmentation examples here.](#)

Identify and list all possible customer segments who can benefit the startup's product or service. Type your customer segments below the red line. 1 customer segment per line

Busy professionals

Students

Families

Small Business Owners

Apartment and Dorm Residents

Laundry Shop Owner

[illegible]

	LaundryLink

Startup Name:									
Step 1: Brainstorm 10 real people or companies in your beachhead market who you can talk to about your product.			Step 2: Give each person or company in your list a score between 1 and 5 (inclusive) based on these questions. (1 is not very strong/relevant, 5 is very strong)			Step 3: Then, do the math... the person or company with the highest total will be your first interviewee.			
Company or Person (provide actual name)	Contact Information (email/FB or LinkedIn profile page/website)	How often do they buy your product?	How easy are they for you to get in touch with?	#	Can you find an advocate there?	Can you find out how much they pay?	How used to working with startups are they?	#	TOTALS
1) Audrich Faith Beligolo	Audrich4beligolo@gmail.com	4	5	3	3	2		17	
2) Sticel Villacarlos	https://www.facebook.com/sticel.villacarlos	3	5	3	3	2		16	
3) Leah Intes	leeyuhnts@gmail.com	3	5	3	5	2		18	
4) Stanlee Munasque	https://www.facebook.com/stanlee.munasque.2024	3	5	4	5	2		19	
5) Mary Grace Rubi	https://web.facebook.com/marygrace.rubi	4	5	4	5	2		20	
6) Shekainah Gaceta	https://www.facebook.com/shekainah.gaceta.1	3	5	3	3	2		16	
7) Rita Mae Cornelio	https://web.facebook.com/ritamae.cornelio	4	4	4	5	2		19	
8) Dennis Bardos	https://web.facebook.com/dennise.bardos	4	5	4	5	2		20	
9) Express Wash Laundry Shop	https://www.facebook.com/ExpressWashLaundryShop	5	4	4	4	4		21	
10) 3D Laundry Hub	https://www.facebook.com/3DLaundryHub	5	4	4	4	4		21	

Beachhead Market

[You may also check this Beachhead Market example.](#)

<i>Customer Segments/Clusters --></i>	Busy Professionals	Students	Laundry Shop Owner	Families	Small Business Owners	Apartment and Dorm Residents
Do you know the customer?	5	5	5	5	5	5
Do you like the customer?	5	4	5	4	5	5
Do they have funds to purchase your product?	5	4	5	3	5	5
Do they have clear pain points?	5	5	5	5	5	5
Is the customer accessible to you? / Do you have a specific contact?	5	5	5	5	4	5
Is it cheap to acquire the customer?	5	4	5	4	5	5
Will they buy your product often?	5	5	5	5	5	5
Is there little competition?	2	2	3	2	2	2
Is it a fast sales cycle?	5	4	5	4	5	5
Total	42	38	43	37	41	42

HOW TO USE THIS WORKSHEET:

1. Use the actual name of the cluster/customer segment in each column.
2. Assign a number from 1 - 5 for each question (1 = low/bad, 5 = high/good)
3. Then, use the totals to make an educated guess at what might be your first market.

Instructions: In preparation for your Stage 2 validation, you should conduct an analysis of all the potential competitors (direct and indirect) using secondary/desk market research. Read: Competitors Analysis Watch: Desk Market Research Lecture Download: Desk Market Research notes										
Step 1: List your competitors (direct and indirect) here >>>>> (If you have more than 10 competitors, feel free to insert column/s.)	Laundryheap	Cleanly (Acquired by Rinse)	Laundrocart	Laundrapp	competitor's name here	competitor's name here	competitor's name here	competitor's name here	competitor's name here	competitor's name here
Step 2: Analyze and describe each of your competitors by answering the following questions (in bulleted form):										
Website (if available):	https://www.laundryheap.com/	https://www.rinse.com/	https://www.laundrocart.com/	https://www.laundryheap.com/en-gb/laundrapp						
What products or services do they sell?	On-demand laundry and dry cleaning with 24-hour turnaround	On-demand laundry service with technology-driven logistics and tracking	On-demand laundry and dry cleaning with app-based tracking	On-demand laundry service with IoT integration and tracking						
What is their value proposition/unique selling proposition?	Fast turnaround (24h), transparent pricing, and real-time order tracking	Quality-focused service with consistent results and convenient scheduling	Affordable tech-enabled laundry services designed for price-sensitive Asian market	Convenient, tech-forward laundry service with precise scheduling						
Who are their target customers?	Busy professionals, tourists, and expatriates in urban centers	Urban professionals, high-income households in metropolitan areas	Middle-class urban households, young professionals in Indian cities	Busy professionals, families in urban UK						
What is their market share?	Expanding rapidly in Asia (Singapore) with estimated 15% in their markets	Leading player in US premium laundry market	Leader in tech-enabled laundry in India (market dynamics similar to Philippines)	Leading on-demand laundry service in UK (estimated 25%)						
What revenue model do they use?	Service fees, partnership fees with local laundries	Subscription service, per-piece pricing for specialty items	Transaction fees, recurring customer programs	Transaction fees, premium for expedited service						
Who are their key partners?	Local laundry providers, hotels, short-term rental hosts	Cleaning product companies, commercial laundry facilities, logistics software providers	Local laundry operators, mobile payment providers, logistics companies	IoT technology providers, laundry equipment manufacturers, logistics companies						
What type of media are used to market their products or services?	SEO, content marketing, social media, business partnerships	Digital advertising, content marketing, podcast sponsorships, referral programs	Social media, Google ads, local partnerships, SMS marketing	Digital advertising, tube/transit ads, referral programs						
What are their strengths?	<ul style="list-style-type: none"> - Strong operation in Singapore (close to Philippines) - Sophisticated logistics and tracking platform - Experience in tropical Asian markets 	<ul style="list-style-type: none"> - Advanced tracking and logistics software - Quality control technology and processes - Strong brand recognition in tech-enabled laundry 	<ul style="list-style-type: none"> - Experience in market with similar economics to Philippines - Technology designed for price-sensitive customers - Efficient operations in high-density urban environments 	<ul style="list-style-type: none"> - Advanced IoT integration - Sophisticated user experience - Proven business model 						
What are their weaknesses?	<ul style="list-style-type: none"> - Primarily focused on delivery rather than in-shop experience - Less focus on self-service options - Premium pricing structure 	<ul style="list-style-type: none"> - No presence in Southeast Asia - Higher price point than typical Philippine market - Focus on US urban markets 	<ul style="list-style-type: none"> - No Southeast Asian presence yet - Less sophisticated tracking than LaundryLink's planned system - Focus on traditional services with tech overlay rather than IoT innovation 	<ul style="list-style-type: none"> - No presence in Asian markets - Focus on delivery rather than in-shop experience - Different market dynamics than Philippines 						

Instructions: In preparation for your Stage 2 validation, you should conduct an analysis of all the potential competitors (direct and indirect) using secondary/desk market research. Read: Competitors Analysis Watch: Desk Market Research Lecture Download: Desk Market Research notes										
Step 1: List your competitors (direct and indirect) here >>>>> (If you have more than 10 competitors, feel free to insert column/s.)	Laundryheap	Cleanly (Acquired by Rinse)	Laundrokart	Laundrapp	competitor's name here	competitor's name here	competitor's name here	competitor's name here	competitor's name here	competitor's name here
What potential threats do your competitors pose?	<ul style="list-style-type: none"> - Already operating in Southeast Asia with expansion plans - Established technological infrastructure 	<ul style="list-style-type: none"> - Technology could be adapted or licensed to local competitors - Acquisition strategy could target Philippine market 	<ul style="list-style-type: none"> - Expansion model targets markets with similar characteristics to Philippines - Technology designed specifically for developing markets 	<ul style="list-style-type: none"> - Their technology approach could be replicated - Potential expansion to Asian markets 						
What potential opportunities do they make available for you?	<ul style="list-style-type: none"> - Their focus on premium customers leaves room for mid-market offerings - Their delivery focus creates opportunity for improved in-shop experience 	<ul style="list-style-type: none"> - Their quality control systems could be adapted for the LaundryLink platform - Their focus on premium US market leaves space in value-conscious markets 	<ul style="list-style-type: none"> - Their operations in a similar economic environment provide validation - Their technology gaps present opportunities for LaundryLink differentiation 	<ul style="list-style-type: none"> - Their technology successes and failures provide learning opportunities - Their Western focus leaves room in the Philippine market 						

Group Activity 3 – S2 Validation Plan

Instructions:

1. With your team, come up with a plan for Stage 2 Validation using the following tools:

3.1 Validation Objectives

3.2 Customer Persona

3.3 Validation Board

3.4 Questions List

2. Read and follow the instructions indicated in each worksheet.

c	
Stage 2 Validation Plan	
Step 1:	
Validation Objectives: (Provide 2 - 3 validation objectives. What do you want to achieve in Stage 2 Validation?)	
Objective 1:	Validate that the QR code tracking system successfully reduces missing/misplaced laundry incidents by at least 80% and improves staff accountability in a real laundry shop environment.
Objective 2:	Confirm that automated notifications for pickup readiness decrease customer wait times and unnecessary trips by at least 50% compared to traditional methods.
Objective 3:	Test whether the automated weighing and pricing system delivers consistent, transparent pricing that increases customer satisfaction and reduces pricing disputes by at least 70%.

Step 2:

Customer Persona:

In this step, you need to recall your first 10 customers (CUSTOMER DISCOVERY) in your Market/Customer Segmentation assignment. Describe the customer persona of your first 10 customers, in terms of their background and demographics, lifestyle, goals, pains, and gains. You can create 1-3 customer persona based on your customer discovery list.

A customer persona is a semi-fictional representation of your ideal/target customer, based on market research and real data about the existing customer. Customer personas help you understand your customers (and as well as your prospective customers). Describing your customer persona makes it easier for you to tailor your content, messaging, product development, and services to meet the specific needs, behaviors, and concerns of the members of your target audience. Depending on your business, you could have as few as one or two personas, or as many as 10 or 20. But if you're new to personas, start small – you can always develop more personas later if needed. ([Example here](#))

How to Use the Customer Persona:

Step 1: Target Persona: Provide your primary persona's name here.

Step 2: Background & Demographics: Provide information about a target customer persona. What is your persona's typical gender? Age? Where do they live? What's their income level? Which job titles do they commonly hold?

Step 3: Goals: What's your customer persona's primary goal related to the industry you're in?

Step 4: Pains: What are the major roadblocks getting in the way of your persona reaching their goals?

Step 5: Gains: What value do you think this customer segment will get from your product/service?

Target Customer Persona [1]	Background and Demographics [2]	Lifestyle Description [3]	Goals [4]	Pains [5]	Gains [6]
Selena Grace Gomez	Gender: Male , Age: 25 years old, Address: Kamputhaw Cebu City, Occupation: Marketing	Selena has a demanding job that keeps her busy from morning until late at night. She barely finds time	Selena wants a quick and reliable laundry service that fits her busy lifestyle. She prefers a service with a	Her demanding job leaves her too tired or too busy to do laundry, causing dirty clothes to pile up. She finds	With a fast and hassle-free drop-off service, she can have her laundry done without wasting time. Real-
Jake Malagar	Gender: Male , Age: 20 years old, Address: Capitol Site, Cebu City, Occupation: College	Jake is a busy college student balancing academics, extracurriculars, and social life. With no	Jake needs an affordable, fast, and reliable laundry service near his boarding house. He wants to avoid	He struggles with his limited budget for laundry services, inconsistent quality from local	Our service provides cost-effective pricing that fits his student budget, QR tracking with notifications
Giovanni Pitogo	Gender: Male, Age: 36 years old, Address: Camagayan Cebu City, Occupation: Owns a small	Giovanni is a small laundry shop owner who manages daily operations, from handling customers to	Giovanni aims to increase customer satisfaction by improving his shop's efficiency. To achieve this,	He realize that traditional laundry operations rely heavily on manual processes, making order	By improving his laundry process, Giovanni can handle orders more efficiently and reduce

Stage 2 Validation Validation

Step 3:

Validation Board:

The validation board provides a tabular summary of the validation activity. If you are working on a startup-based Capstone Project, the validation board is included in the Chapter 3 of the capstone project/research manuscript. If you have 2 or more customer segments, you have to use a separate validation board of each customer segment by creating a duplicate of this tab.

Startup Name:

Laundry Link

Customer Segment [7]

- Primary: Busy professionals, College students, Small business owners
- Secondary: Apartment/dorm residents, Families in urban areas

Problem(s) [8]

- several customers report pricing discrepancies between expected and final costs, leading to disputes and customer dissatisfaction.

Solution [9]

- Digital scales with real-time pricing calculation and receipt generation
- Individual QR codes assigned to each customer's laundry for accurate tracking throughout the process
- Real-time SMS/email alerts when laundry is received, in process, and ready for pickup

Experiment [10]

survey and interviews + prototype

Success Metric [11]

For Stage 2 validation, a success metric will be that at least 85% of survey respondents confirm the existence of the problem

GET OUT OF THE BUILDING [12]

Result [13]

Action [14]



Stage 2 Validation Validation

Step 3:

Validation Board:

The validation board provides a tabular summary of the validation activity. If you are working on a startup-based Capstone Project, the validation board is included in the Chapter 3 of the capstone project/research manuscript. If you have 2 or more customer segments, you have to use a separate validation board of each customer segment by creating a duplicate of this tab.

Startup Name: Laundry Link

Customer Segment [15] Laundry shop owners

Problem(s) [16] - Laundry shop owners report spending 15+ hours weekly on manual tracking, notification, and customer management tasks.

Solution [17]

- Digital scales with real-time pricing calculation and receipt generation
- Individual QR codes assigned to each customer's laundry for accurate tracking throughout the process
- Real-time SMS/email alerts when laundry is received, in process, and ready for pickup

Experiment [18] survey and interviews + prototype

Success Metric [19] For Stage 2 validation, a success metric will be that at least 85% of survey respondents confirm the existence of the problem

GET OUT OF THE BUILDING [20]

Result [21]

Action [22]



Questions List

Step 4:

Questions List:
(Prepare interview / survey questions for target customers.)

[You may check these sample solution validation questions.](#)

Starter Question:	How often do you use laundry services, and what type do you typically choose (drop-off or self-service)?
Follow-up Question: (optional)	What are your biggest frustrations or challenges when using laundry services?
Insight Questions: (3 - 5 items)	1. If you could track your laundry status in real-time through notifications, how would that change your experience?
	2. How important is selecting your own detergent and specific washing instructions for your clothes?
	3. What would make you trust a QR code tracking system with your laundry items?
	4. How much more would you be willing to pay for a service that guarantees on-time completion and notifications?
	5. Have you ever lost items at a laundry service, and how did that affect your trust in the business?
Difficult Questions: (2 - 3 items)	1. If the system requires you to spend an extra 2-3 minutes inputting preferences and contact information during drop-off, would you still find the service convenient?
	2. What concerns would you have about providing your personal contact information to a laundry service for notifications?
	3. If the automated system malfunctioned and you received incorrect information about your laundry, how would that impact your willingness to use the service again?

Closing Question:

Based on everything we've discussed about our automated tracking and notification system, what feature would make you immediately switch from your current laundry service provider?

Questions List

Step 4:

Questions List:
(Prepare interview / survey questions for target customers.)

[You may check these sample solution validation questions.](#)

Starter Question: What are the most common operational challenges you face in managing your laundry business?

Follow-up Question:
(optional) How do you currently track customer orders and manage pickup schedules?

Insight Questions:
(3 - 5 items)

1. What percentage of customer complaints relate to missing items, delayed service, or communication issues?
2. How much time does your staff currently spend on customer communication regarding order status?
3. What technology, if any, do you currently use in your laundry operations?
4. How do you handle peak periods when your capacity is stretched?
5. What would make you consider investing in an automated tracking and notification system?

Difficult Questions:
(2 - 3 items)

1. If implementing this system requires an initial investment of Php 100,000.00, what return on investment would you need to see within what timeframe to consider it worthwhile?
2. How would you manage the transition period where both traditional and new automated systems might need to run simultaneously?
3. What would be your concerns about staff adapting to new technology and how would that affect your decision to implement such a system?

Closing Question:	If you could design the perfect operational system for your laundry business, what features would it absolutely need to have?
--------------------------	---

Questions List

Step 4:

Questions List:
(Prepare interview / survey questions for target customers.)

[You may check these sample solution validation questions.](#)

Starter Question: What are the biggest challenges you face in running your laundry business?

Follow-up Question:
(optional) Have you considered integrating automation or IoT solutions into your laundry operations? Why or why not?

Insight Questions:
(3 - 5 items)

1. How do you currently know when your laundry is ready for pickup?

2. Have you ever been surprised by the final cost of your laundry service? What happened?

3. How important is it to know the exact price of your laundry service before you leave the shop?

4. Would you trust an automated system to weigh and price your laundry more than a human worker? Why or why not?

Difficult Questions:
(2 - 3 items)

1. What is your biggest hesitation about adopting new technology for your laundry business?

2. How do you balance operational costs with customer pricing while staying competitive?

Closing Question:

Where do you see your laundry business in the next five years, and what role do you think technology will play in that growth?

Group Activity 4 – Practical Finance

Instructions:

1. With your team, apply the concepts learned from Practical Finance lessons. Use the following tools:

4.1 Market Size

4.2 Expenses

4.3 Costing

2. Read and follow the instructions indicated in each worksheet.

Total Addressable Market (TAM) = [23]

USD 80 billion

<https://www.busin>

Serviceable Available Market (SAM) = [2]

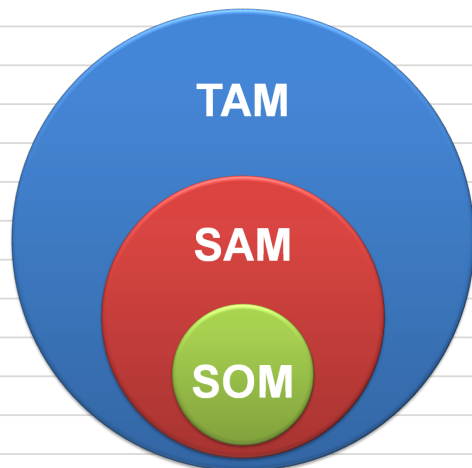
8,539 laundry shops

[List Of Laundry se](#)

Serviceable Obtainable Market (SOM) =

4 laundry shops

[List Of Laundrom](#)



Please input your estimates on the white cells.					
	Projected Year	2025			
	Estimated Target Customers [32]	4			
Cost Category	Unit Description	Total cost per year	Cost to make	Cost to sell	
Labor for Product/Service [33]	people	1,333,200.00	x		
Management [34]	people	1,200,000.00		x	
Marketing & Sales [35]	Fixed amount	180,000.00		x	
Facilities [36]	Annualized capital + operating cost	246,000.00	x		
Equipment [37]	Annualized capital + operating cost	8,498.00	x		
Office [38]	Fixed amount	49,000.00		x	
Total		3,016,698.00	1,587,698.00	1,429,000.00	
Per Unit			396,924.50	57,250.00 [39]	

Group Activity 5 – Business Model

Instructions:

1. With your team, apply the business modeling concepts learned. Use the following tools

5.1 Value Proposition Diagram

5.2 Value Proposition Canvas

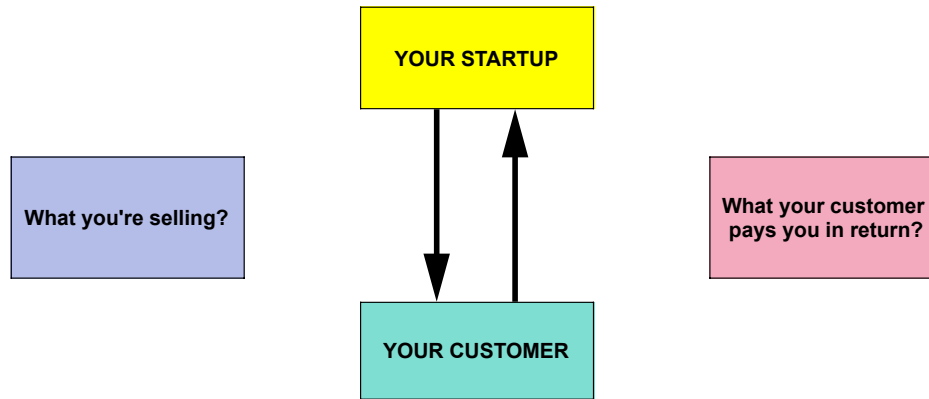
5.3 Zen Statement (updated version)

5.4 Lean Canvas

5.5 Business Model Canvas

2. Read and follow the instructions indicated in each worksheet.

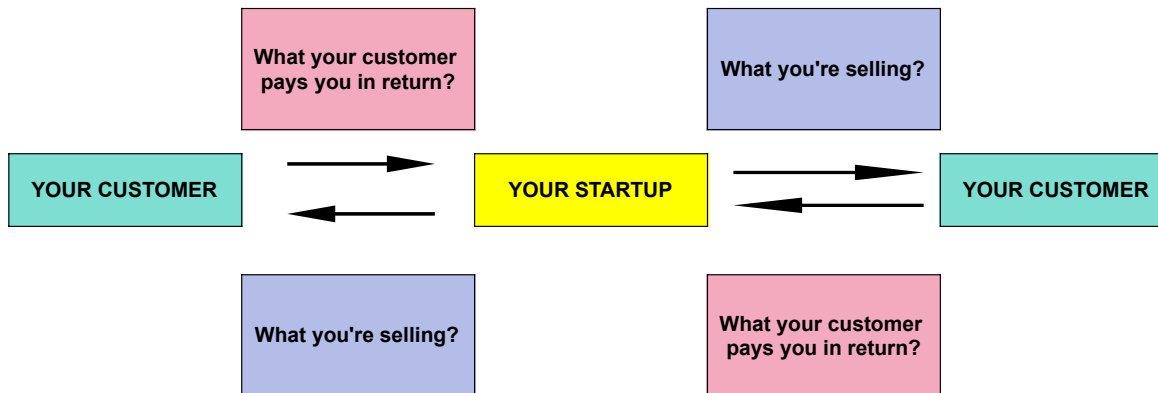
For one-sided Market

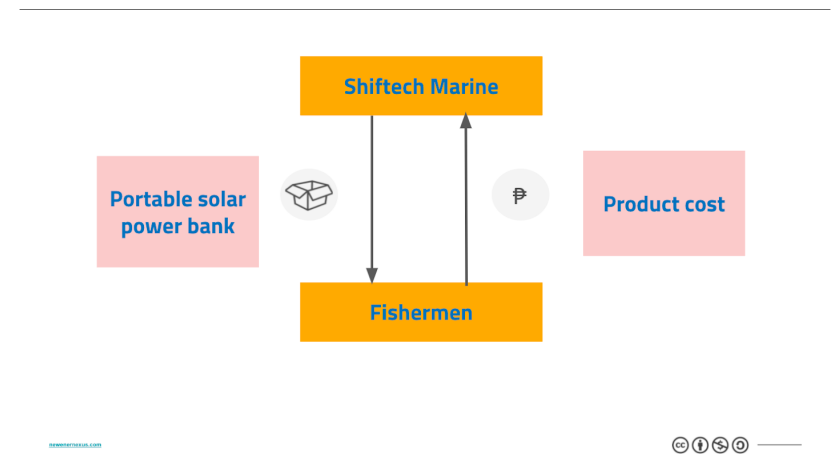


Instructions:

1. Design a value proposition for your startup using either 1-sided or 2-sided market approach (whichever is applicable).
2. Fill in your answers on the text box based on the given prompt/hint.
3. You may refer to examples below.

For 2-sided Market





Value Proposition Canvas

Designed for:

Designed by:

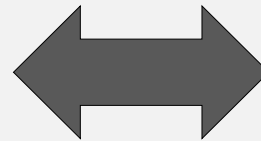
Date:

Version:

SOLUTION CANVAS

Pain Relievers	Gain Creators
Products & Services	

Company:
Customer Segment:



CUSTOMER PROFILE CANVAS

Gains	Jobs to be done
Pains	

Problem Statement:
Solution:

Documentation:

Zen Statement (or Unique Value Proposition Statement)

It's helpful to express each idea in a consistent statement. Boiling a service or project down to one sentence is hard. It requires deciding what really matters and can sharpen the idea in powerful ways. It can be helpful to create this very short "elevator pitch" for your idea to share with stakeholders and administrators. It provides an overview of your startup in terms of the product/service it offers, key value, target beneficiaries and competitors.

Format:

<Product/Service Name> is a/an <product/service description> for <target customers/beneficiaries> that <key value> enabling <primary benefits> unlike <existing alternatives>.

Example 1:

Mowzik is a portable music player for audiophile music lovers that plays music files from lossless formats enabling improved quality and more enjoyable music unlike iPods and other compressed file music players.

Example 2:

SmarterMeter is an energy monitoring device for household owners that want to track their energy consumption enabling them to check their estimated bill before it arrives unlike the current practice of waiting at every end of the month.

Zen Statement

product/service name

is an/n

product/service description

for

target customers

that

key value

enabling

primary benefits

unlike

existing alternatives

Documentation:[An Introduction to Lean Canvas](#)[How to Create your Lean Canvas](#)[Capture your Business Model in 20 Minutes - Lean Canvas](#)[Uber Lean Canvas - Example](#)[Lean Canvas Example - SmarterMeter](#)

Designed for:

Designed by:

Date:

Version:

The Lean Canvas

Problem [40]	Solution [41]	Unique Value Prop. [42]	Unfair Advantage [43]	Customer Segments [44]
Existing Alternatives [45]	Key Metrics [46]		Channels [47]	
Cost Structure [48]	Revenue Streams [49]			

Lean Canvas is adapted from The Business Model Canvas (www.businessmodelgeneration.com/canvas)

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit:

<http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

Excel implementation by: Neos Chronos Limited (<http://neoschronos.com/>)

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit:

<http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Documentation:

[Read Instructions](#)
[Watch YouTube video](#)
[BMC Explained with Examples](#)

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
	Key Resources		Channels	
Cost Structure		Revenue Streams		

This is a post it! Copy and paste it to the canvas.

This is a post it! Copy and paste it to the canvas.

This is a post it! Copy and paste it to the canvas.

This is a post it! Copy and paste it to the canvas.

This is a post it! Copy and paste it to the canvas.

Designed by: Business Model Foundry AG (www.businessmodelgeneration.com/canvas)

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

Excel implementation by: Neos Chronos Limited (<http://neoschronos.com/>)

This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

PITCH PLANNER CANVAS			<h2>HOW TO USE THIS PITCH PLANNER CANVAS?</h2> <p>In business, a pitch is a presentation of a business idea to potential investors or presentation of ideas to an audience generally. A pitch is usually done because people need resources for either the execution of business ideas or the fluid operation of the existing business. If the goal of a pitch is to raise cash for the business start-up, then the target of the pitch is an investor. Other businesses pitch to potential customers to sell their products.</p> <p>PITCH PLANNER CANVAS</p> <p>Writing a winning pitch script can be difficult because one has to consider different factors relative to the business, the target of the pitch, the content, etc. Pitch Planner Canvas helps to build, organize and test a pitch script that meets your audience's needs in order to get the desired.</p> <p>1. THEM = YOUR AUDIENCE: Who are they? What is their world like? Where are they coming from? What characterises them? Build a simple persona / personas. This column defines the target of your pitch script, if your pitch will be to advertise products to potential customers, you have to identify who your most likely customers are, and how much potential income they represent for your business, you have to understand your audience. Pitching is not only about convincing investors or customers, but you also need to properly identify the audience in order to successfully deliver what they want.</p> <p>2. THEIR NEEDS: What does your target audience (person) need in the long run? What are they in search of? What is their purpose? What are their broader goals, key long-term issues / problems they face? You need to understand your target audience; this shows that you understand your audience by defining their needs. You should be realistic about who you're implementing your idea around This will show your audience that you fully understand what they need, and it will help you think more strategically about your roll-out plan.</p> <p>3. THEIR OBJECTIVES: What is important for these people to achieve in the short to medium term? How is it related to their long term aspirations? What do they want / expect to hear from you (if anything)? What are the key terms or elements of presented value proposition that may trigger their positive response from them? This defines the objectives of your target audience, what they want to hear or achieve. You can do some research about the target audience before the pitch, this will give you a good sense of what they care about and what their objectives will be.</p> <p>4. THEIR RESERVATIONS: What do they hate or fear to hear? What are they worried about in relation to their needs and objectives? What phrases or propositions are likely to switch them off or trigger their negative / oppositional response? These are things your target audience wants to hear, for example, if you are pitching to investors, they want to know about your business's first set of customers, investments that have been put into the company, key media placement, signed letters of intent to purchase/partner, and so on. Being the chief executive of your own company, you will be expected to be the lead salesperson, you should let the investors know that you know how to sell them on your own company.</p> <p>5. CONTEXT: Where, and how will the target audience receive your pitch? What are the limitations – time/space available? What is the presentation technology available? What does the space look like? What can go wrong? Context is the background, environment, setting, framework, or surroundings of events or occurrences. Simply, context means circumstances forming the background of your pitch, it communicates your pitch in such a way as to enable the targets of the pitch to understand the narrative or a literary piece. Noting down your context in the pitch planner canvas helps you to communicate clearly and concisely.</p> <p>6. YOU: Define the person(s) pitching. Who are they, where do they come from? What makes them relevant to deliver this pitch to this audience? Why this person/team and nobody else? This helps you to properly understand your pitch and your reason for pitching in the first place. This defines your idea, the motivation of the pitch and what you stand to gain. If you are pitching for funds, you need to understand that Investors invest in people first and ideas second, so be sure to share details about yourself and your team and why you are the right person to deliver this solution.</p> <p>7. YOUR KEY MESSAGE: Define the perception you want to leave with the audience – what do you want them to remember from your pitch after it is over (immediately and in the long run)? What do you want them to be able to say about you/your company/product/solution/dream when asked later by someone who has not been there? Key messages are the main points you want to communicate as reminders to your target audience. What you want to discuss is headlined by your key message. This can be achieved by starting your pitch with a compelling story. The story should address the problem you're solving with what you're pitching. This will engage your audience and that is the importance of a key message. The key message will be even better if you can relate your story to your audience.</p> <p>8. YOUR OBJECTIVES: What do you want the target audience to think, feel and do after the pitch? Your objectives are what you have in mind for your target audience. It can be your plans to be memorable, answer key questions, make them know more, etc.</p> <p>9. CALL TO ACTION: This is the definition of your offer and ask. Without offer / ask it is not a pitch, it is just a speech. State clearly what you</p>
1 THEM	5 CONTEXT	6 YOU	
2 Their Needs	10. CONTENT/SCRIPT	7 Your Key Message	
3 Their Objectives		8 Your Objectives	
4 Their Reservations		9 Call to Action	

Brainstorming Space

This is the definition of your offer and ask. Without offer / ask it is not a pitch, it is just a speech. State clearly what you want the audience to do and what do they get if they do it. This must be clearly coming out of your pitch. In a minimal version of your pitch (one sentence) – this is the only thing you will say!

A call to action is a statement designed to get an immediate response from the person reading or hearing it. It's used in pitching as part of a strategy to get your target audience to respond through action.

10. CONTENT/SCRIPT:

The content of your pitch script consists of everything about your target audience, the context of your pitch and about you and your team. The content describes everything about your pitch, a successful pitch is determined by how good its content is. Reflecting limitations from 5, take information from 1 to 4 and 6 to 9 above and draft first version of your script on a sheet of paper that you paste in section SCRIPT.

11. TEST PITCH:

Find a friendly representative of your target audience. If you do not have one, ask an intelligent friend to pretend they are THEM and listen to you. Simulate the actual delivery as much as you can. Ask them to provide you with feedback about content, clarity, delivery and perceptual objectives (Did they understand? Feel attracted to the offer? Think you are relevant? Would they respond to the call to action? What in their mind works against you?

BRAINSTORMING SPACE:

What are your temporary Brainstorming Notes?

LOOP:

Revisit steps 1 to 11. What did you learn from the practice pitch? Do more research on your target audience, experiment with order / flow of your pitch. Add/test emotional hook, shocking fact, plus any relevant pitching hacks! Get rid of non-functioning elements. In 3 iterations of this loop your pitch should be pretty close to your best capability! Good luck!

PitchPlanner Canvas by Petr Adamek, Vanessa Clark and Matt Currie.

The PitchPlanner Canvas itself is licensed under the Creative Commons Attribution 4.0 International License.

<https://canvanizer.com/new/pitchplanner-canvas>

[1] Provide your primary persona's name here.

[2] Provide information about a target customer persona. What is your persona's typical gender? Age? Where do they live? What's their income level? Which job titles do they commonly hold?

[3] In 3-5 sentences, describe your customer persona's way of life.

[4] What's your customer persona's primary goal related to the industry you're in?

[5] What are the major roadblocks getting in the way of your persona reaching their goals?

[6] What value do you think this customer segment will get from your product/service?

[7] Choose one of your identified customer segment. One board per customer segment.

[8] What is the valid problem/s that you want to solve?

[9] What is your proposed solution? This is your startup idea.

[10] What methods will you use?

For stage 2 validation, we will use Prototype + Interview, or Prototype + Survey.

Specifically, in the experiment, you need to decide the prototyping method you will use. Is it a wireframe? Storyboard? Lego? Mockup? You will also need to specify how you will gather data and insights from your target customers. Is it online interview, or online survey, or both?

[11] Set the passing mark. Have a clear success metric. What does success look like to you?

Examples:

For Stage 1 validation, a success metric would be 60% of the respondents would agree that the problem exists.

For Stage 2 validation, a success metric would be 70% of the respondents are interested to use the product.

[12] At this point, you need to start doing the validation activity.

[13]

Since you're still in the planning stage, please leave the RESULTS blank.

However, as soon as you are done with the validation activity and have processed the results, you have to document the results here.

What is the result of the experiment?

For example, if your success metric is 70% of the respondents would agree that the solution concept will solve the problem(s). The validation result might be 80% of the respondents agreed that the designed solution will solve the problem.

[14] Since you're still in the planning stage, please leave the ACTION blank.

However, as soon as you are done with the validation activity and have the results, you have to provide your action here.

Your action can either be PIVOT or PERSEVERE based on the results.

[15] Choose one of your identified customer segment. One board per customer segment.

[16] What is the valid problem/s that you want to solve?

[17] What is your proposed solution? This is your startup idea.

[18] What methods will you use?

For stage 2 validation, we will use Prototype + Interview, or Prototype + Survey.

Specifically, in the experiment, you need to decide the prototyping method you will use. Is it a wireframe? Storyboard? Lego? Mockup? You will also need to specify how you will gather data and insights from your target customers. Is it online interview, or online survey, or both?

[19] Set the passing mark. Have a clear success metric. What does success look like to you?

Examples:

For Stage 1 validation, a success metric would be 60% of the respondents would agree that the problem exists.

For Stage 2 validation, a success metric would be 70% of the respondents are interested to use the product.

[20] At this point, you need to start doing the validation activity.

[21]

Since you're still in the planning stage, please leave the RESULTS blank.

However, as soon as you are done with the validation activity and have processed the results, you have to document the results here.

What is the result of the experiment?

For example, if your success metric is 70% of the respondents would agree that the solution concept will solve the problem(s). The validation result might be 80% of the respondents agreed that the designed solution will solve the problem.

[22] Since you're still in the planning stage, please leave the ACTION blank.

However, as soon as you are done with the validation activity and have the results, you have to provide your action here.

Your action can either be PIVOT or PERSEVERE based on the results.

[23] Total Available Market (TAM) is the total market demand for a product or service. This includes the whole world.

Let's have Uber as example:

Total Available Market (TAM) would be the value of all the taxis and ride-hailing services everywhere.

[24] Serviceable Available Market (SAM) is the segment of the TAM targeted by your products and services which is within your geographical reach. As in, these are markets/customers we credibly have access to.

For example: Uber

Serviceable Available Market (SAM) would be the value of all the taxis etc. in all the cities Uber is in. This number is all that value, sort of assuming they have a monopoly /100% of the markets where they are.

[25] Serviceable Obtainable Market is the portion of SAM that you can capture. As in, who percentage of your market can you capture? Virtually no business has 100% of every market/customer, so what are you realistically aiming for?

Example:

For Uber, the Serviceable Obtainable Market (SOM) is the portion of the SAM Uber can capture. Can they expect to get 30% of the total of the places they operate? 50%? This number is most realistic, in that it reflects that hardly any company has 100% of the market.

[26] type here

R&D, Tech & design team that you will hire and/or outsource to build the product for you

[27] This is your yearly marketing & sales budget

[28] Hardware & software equipment
(purchased devices, licenses, subscriptions, etc.)

[29] Administrative, management, marketing & sales, and any personnel not part of Labor for Product/Service

[30] Office facilities, utilities

[31] Yearly budget for office expenses (supplies, food & drinks, etc.)

[32] Estimated number of customers/year (This is your SOM.)

[33] type here

R&D, Tech & design team that you will hire and/or outsource to build the product for you

[34] Administrative, management, marketing & sales, and any personnel not part of Labor for Product/Service

[35] This is your yearly marketing & sales budget

[36] Office facilities, utilities

[37] Hardware & software equipment
(purchased devices, licenses, subscriptions, etc.)

[38] Yearly budget for office expenses (supplies, food & drinks, etc.)

[39] This is your cost per customer acquisition.

[40] List top 3 problems you believe your customer is experiencing. Describe these assumptions as they were speaking their own voice.

[41] Bullet list the things you need to make

E.g. device, website, team, a way to take money, a submission form, a database, etc.

[42] Write a 1-sentence 'pitch' that outlines customer, problem, promise, how you do it, and how you're special.

E.g. AirBnb helps middle-aged holiday travellers find quality home accommodation, by matching travellers with homeowners to rent their empty spaces.

[43] The one thing you have that cannot be easily copied or bought?

E.g. celebrity backing, exclusive data source

[44] List the types of end customers that will benefit from your idea. Be specific. Use company names, position titles or contact names.

[45] What workarounds do they have/find today? What competitors are available today?

[46] What will you measure to know if on track? E.g. acquisition, activation, retention, referral, revenue

[47] Where will you reach your end customers? Who are your partners to commercialise it?

[48] customer acquisition costs, distributing costs, hosting, people, etc

[49] Direct revenue - e.g. price paid per customer, tiered pricing

Indirect revenue - e.g. grants, sell your usage data

Channel revenue - e.g. Can a partner sell for you for a fixed price, commission, or license fee?

