

“eFacture” Project

Full Product Manager test

Your presenter



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Music instruments nerd

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The goal

**Deliver a high level roadmap for a cash flow management product
for solopreneurs / small businesses**

Preliminary assumptions

- Fulll is a **complete SaaS solution** for **accountants**, they directly work with entrepreneurs and might have a **hard time** working with **entrepreneurs** using **different** cash flow **softwares**
- Fulll wishes to make accountants' life **easier** by having entrepreneurs using a **single** cash flow management **tool**
- This tool might be **strategic** for Fulll, having the accountant role **provide** everything needed for **accounting**. It can lead to a better **yield management**, more **holistic** customer **relationship**, at the expense of **independence**.

Market insights

- Cashflow management applications market is mature and **saturated** (70+ products available in 2023)
- Even for **small** businesses (**more than 10 products to choose from**)
- Solopreneurs (microentrepreneurs/autoentrepreneurs) have a **limited budget** (20% start with 1000€, INSEE) and run on their own funding (66%)

The opportunities

- **Electronic invoicing will be mandatory** in France by 2024 (French Government, see comments)
- **Businesses creation** has been **rising** during the last five years, mostly with employees looking for independence (INSEE)
- **50%** of new businesses are created by **first-time entrepreneurs** (ex-employees, students, etc)
- Employees, highly qualified employees and students are largely equipped in **smartphones (Statista)**

Assumptions to validate

- First-time solopreneurs (FTS) will be **interested** by a cash flow management **sponsored** by their **accountant**
- FTS have **difficulties** picking the **appropriate** solution within the **market offer** for their needs
- FTS consider **simplicity, consistency** with **market regulations** and **accountants practices** among top **priorities** for their cash flow management application
- FTS favor a mobile app **step-by-step** usage of this kind of service rather than a **full web solution** for every case

User interview

See attached user script !

The strategy

For the sake of this exercise, I am considering every assumption as confirmed by the user interviews

- In order to use our resources more effectively, I would go for an **MVP** that **confirms** the assumptions
- A senior accountant, a tech lead and a UX designer are required to help me framing the technical and functional aspects

Proposition of value

eFacture !

- Made for **first-time entrepreneurs** : eFacture is self-explanatory. No need to be an expert !
- **Compliant** with French **electronic invoicing** regulation
- **Easy to adopt** : only the minimum features required to start. No more hassle !
- **Create, send and pay invoices, anywhere, anytime** with our **mobile app**
- **Up-to-date before** you wish for it !

Motto and North Star Metric

“Enable me to generate, send and pay invoices with my phone”

NSM

Amount of invoices generated per customer

For who ?



Olivier
32 years old
Formerly employed as a
plumber, newly independent

Funds his company with his
savings

Needs a reliable low budget
cash flow management
application

Needs to be able to invoice
from anywhere



Carla
23 years old
Started a micro-brewery as a side activity
of her economics master degree
Needs to be eased throughout the first
steps of managing cash flow
Wants a minimalist features approach

Business model

According to the **user interviews**, the **pay-per-invoice** model could be **interesting**.

The **monthly** subscription is a **standard model** for this kind of offer and enables customers to **revoke** at any moment while ensuring a **recurring revenue** for the company.

It is interesting to focus on a strong onboarding-oriented business model because **80% of new businesses will close five years** from now ! (INSEE)

- **Monthly** subscription (14.99€, based off a quick market comparison)
- Cancellation **anytime** (no auto-renewal after the contracted duration)
- “**Pay-per-invoice model**” as a **one-month trial period, 0.99€/invoice, limited to 30 invoices**

Story map

See the attached Canvas story map !

The roadmap and backlog are comfortably derived



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Hope to present this to you soon !