Lean Canvas

01 Problem

What are we solving for our users?
- LimitedOnline Presence
- Customer Outreach
- Inventory Management
- Growth and Expansion chances

What gaps are we addressing for our customers?
- Digital Presence Gap
- Technology Gap
- Competitiveness Gap
- Domain knowledge gap

Existing Alternatives

Who are our closest competitors?
- Digital Marketing Agencies
- E-commerce Platforms
- Local Business Directories
- Website Builders
- Local Marketing Consultants

What do our customers currently rely on?
- Traditional Advertising
- Local Directories
- Personal Networks
- Manual Inventory Management
- Limited Data and Analytics

02 Solution

How do we address the needs of users?
- User-Friendly Digital Solutions
- Online Presence Enhancement
- Targeted Marketing Strategies
- Inventory Management Tools
- Analytics and Insights

What experience should customers get?
- Enhanced Online Visibility
- Increased Customer Engagement
- Convenient and Personalized Shopping Experience
- Transparent Inventory Information

03 Key Metrics

Our Progress metrics
- Online Visibility
- Customer Outreach
- Sales and Revenue Metrics
- Inventory Management Metrics
- Customer Satisfaction Metrics

Success Criteria
- Expanded Customer Outreach
- Improved Sales and Revenue
- Effective Inventory Management
- Enhanced Customer Satisfaction

04 Unique Value Proposition

Uniqueness
- Tailored for Local Businesses
- User-Friendly and No Coding Required
- Easy to digitalize

What differentiates it from existing solutions?
- Local Market Focus
- Customizable Localization Features
- All-in-One Platform : Marketing and Inventory management
- Scalability and Flexibility

05 Unfair Advantage

What do we have that others can't replicate or acquire?
- Local Market Expertise
- Tailored Solutions
- Established Network
- Proven Results

Examples: Our network, exclusive data, or reputation

06 Channels

How do we reach our audiences?
- Search Engine Optimization (SEO)
- Social Media Marketing
- Content Marketing
- Local Marketing

07 Customer Segments

Target Users
- Local retailers
- Service providers like salons

Target Customer
- Customers of local businesses

Early Adopters

Who will be using our raw product or service?
- Small Scale Businesses
- Local Marketers
- Business Owners and Managers
- Marketing and Sales Teams

Who will benefit from it?
- Business Owners
- Retailers
- Local Marketers

08 Cost Structure

What are our fixed costs?
- Development costs
- Hosting website costs

What are our variable costs?
- Customer Support and Service
- Cost to scale the application

09 Revenue Streams

How will we generate revenue from our users?
- Subscription Model
- Advertising and Partnerships
- Data Analytics and Insights
- Premium Features or Add-ons
- Training and Support
- White-label Solutions