mokuteki

Extension for real-time interaction in common workspace and online tracking of activity.

Problem

A Monster Worldwide survey stated that around 81% of people fell that they get burned out in their existing jobs. What's the reason? Rigid schedules, relentless meetings, unending emails, voicemails, etc. Going through the motions of work can exact a heavy toll on our physical and mental health.

Our solution

It is browser extension, which allow **share media, tasks and links with your colleagues** in the work. There you can **create collections of tasks** (by one hypothesis), **communicate** with related contractors, **share files and links**. When you create new tasks and started to work with it, all members in workspace see that you are in progress. You can write drafts in card of the task, save some media or links. When you need help, you open shared access via a link. And **your colleague help you** most effective. When you finish task, your chief **see your progress and all results** of work. It save time for you and for your colleagues.

Our solution
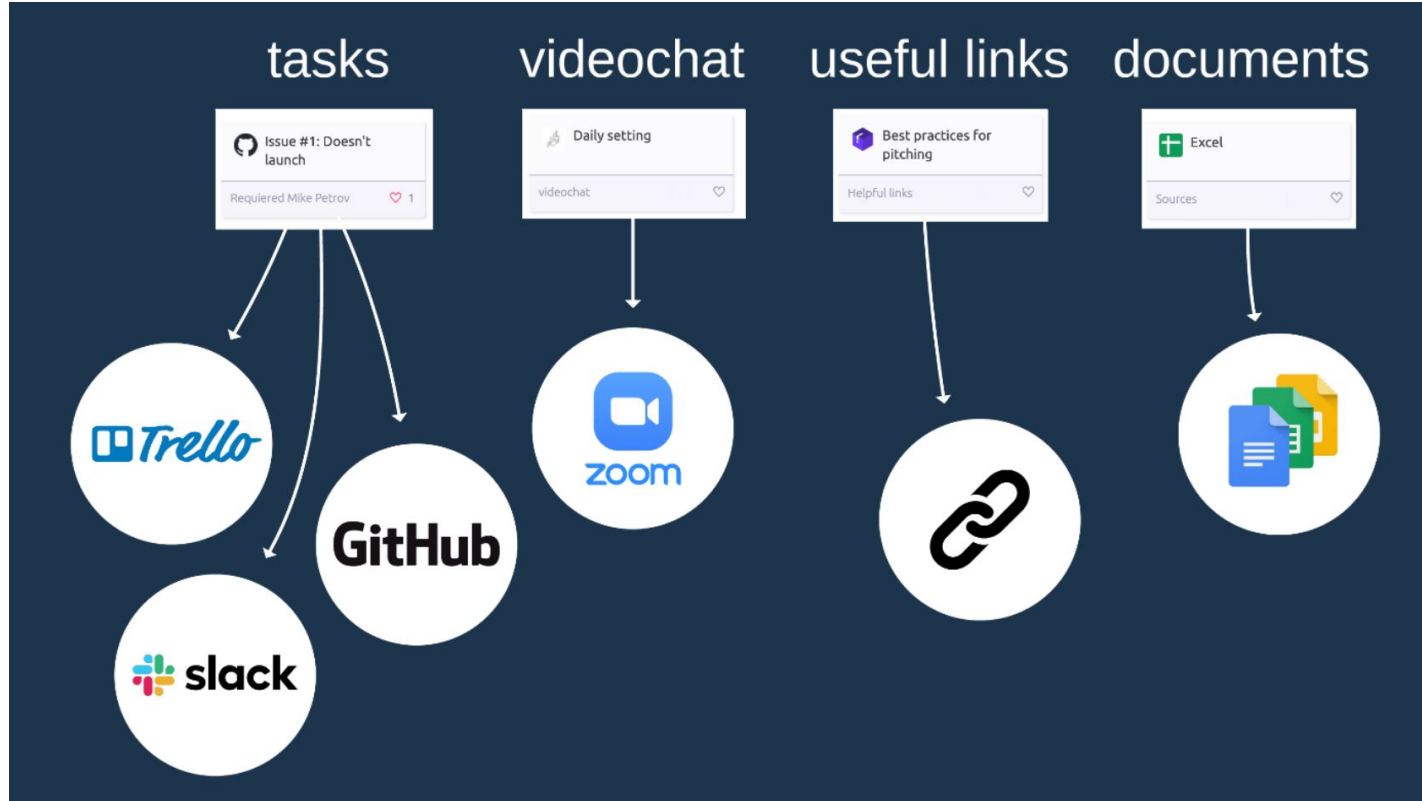
Business Value

We built our model on a monthly subscription with various extensions to organizations and team packages. Payback period – 1 month.

We plan to make a profit in a year with the current subscription rates.

Our extension is suitable for not only in IT-sphere but also for any market which uses the browser.

Business Model Canvas

Key partners:

- Offices and coworking spaces
- Workflow management software: Trello, Wrike, Slack

Key activities:

- Adding new integrations with other services
- Maintaining existing solutions and partners, collecting feedback

Key resources:

- UX/UI Designer
- Frontend & Backend Developer
- Tester
- Marketers & PR
- Business developer
- Managers
- Ambassadors

Value propositions:

- Organization of the workflow directly in the browser
- Informing about needing for assistance and stages of work
- Interactive interaction and Help

Customer Relations:

Searching for remote working departments and implementation, maintenance and expansion

Delivery channels:

Google Ads, Specialized resources (McKinsey, Forbes, legal source)

Consumer segments:

People working remotely

Cost structure:

- UX/UI Designer 2200$/month
- Frontend & Backend Developer 4000$/month
- Tester 1700$
- Marketers & PR 1600$/month
- Business developer 2100$/month
- Managers 5500$/month

Sources of income:

- Subscription (Interactive interactions, large teams, unlimited spaces)
- Personal - 8$
- Enterprise - 15$
- Advertising

Realistic Capability (our MVP)

Mokuteki   Startup workspace +   mike@mikepetrov.ru

| Business | Developers | Testers | Marketing | + |

Team online   +

mike@mikepetrov.ru

Presentation   +

Pitch	Presentation	Best practices for pitches	Request for checking
Document	Shared via iPad	Helpful link	Shared with Marketing

Local things   +

Excel	Calendar	Slack	Japan Hackathon Facebook Group	GitHub
Sources	Sources	Sources	Helpful links	Sources

Feature #1: Chrome Extension   +

List of requirements	Tasks	Slack	How to create extension?	Issue #1: Doesn't launch
Documents	Auto-generated	Sources	Share via mobile	Requiered Mike Petrov

## Feature #2: Workspace   +

List of requirements

Innovation and Creativity

We analyzed the market and no similar products were found. We found competitors in the specific implementation of the idea, but we did not find projects that would combine these things. Our innovation:

- complete set of necessary things and technologies
- new technologies in blocking distractions
- operational communication between teammates
- great design
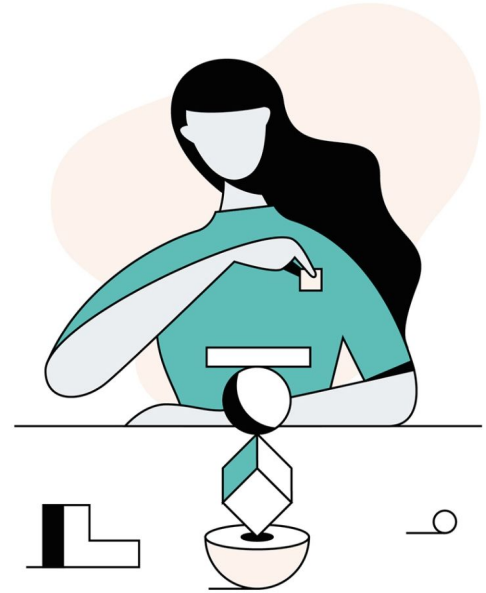
Team

Mike Petrov

Business analyst

Alexey Poloz

Idea owner
Leader

Leonid Romanychev

Designer
Frontend programmer

Thank you for your attention

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