

PRODUCT

LEAN CANVAS

MARKET

PROBLEM

- Sustainability (reducing unnecessary storage, and fuel usage)
- Customers' experience of bouncing between business applications and solving issues on finding apartments.
- Driver Satisfaction

EXISTING ALTERNATIVES:

- New LLC as an umbrella company that serves as a router to all subsidiaries.
- This would force customers to download new application and learn new UI.

SOLUTION

- Migrate all databases to a consistent database cloud provider.
- Create a GreenRoute: option for non-fuel based deliveries..
- Navbar-esk top of all business apps to direct routing to all business apps. If delivery is not provided by one app, then, if possible, re-direct to business sit that is partnered with provider.
- Reward system that spans across all companies. Possible through SSO.
- Create functionality to store Latitude and Longitude of pre-existing orders from pictures.
- Solving the difficulty with drivers finding apartments.
- Referral program for drivers

KEY METRICS

- increase in biker/scooter deliveries
- increase of customer account creations.
- ask restaurants if they have an increase with eco-friendly delivery
- % increase of those using multiple service post implementation.

After-database consolidation

- CPU utilization
- Freeable Memory
- Free Storage Space

UNIQUE VALUE PROPOSITION

We are adding a level of functionality that enhances customer traffic through both applications while retaining the uniqueness of each individual business and adding eco-friendly functionality. In addition, we will enhance the customer experience by reducing the confusion with unknown apartment locations.

HIGH LEVEL CONCEPT

Within all subsidiaries, customers can toggle between applications without creating new accounts for every application. Monetary incentives are given to customers who choose to get delivered through the GreenRoute (non-fuel based delivery).

UNFAIR ADVANTAGE

- By having a SSO we will be able to keep all customers in house by recommending our own applications when one does not meet another.
- Storing latitude and longitude of pictures and mapping the corresponding address to the lat/long for simple housing

CHANNELS

Access:

- App Store/Google Store
- Adding channels to -and-fro app. If app not downloaded, redirect to app store.

Advertising:

- Recommending other businesses within the family that are partners with desired business provider. Once button clicked, channels directly into SSO.

CUSTOMER SEGMENT

- Urban/densely populated cities with a younger, working demographic. This allows for eco-friendly delivery by reducing delivery distance.
- Older population adjusting to post-Covid world within cities, recommended by the younger generation.

NOT IN CUSTOMER SEGMENT:

- Families in suburban areas, with a far delivery distance.

COST STRUCTURE

- Migrate from 8 database instances costing a total of \$3,248/month to 2 database instance with upgraded CPU, RAM, and Storage costing \$1,400/month.
- Cost savings per month by data consolidation ~\$1,848.
- Billable costs: Project Manager (\$90/hr), Scrum Master (\$80/hr), 3 developers (\$50/hr), 2 Quality Analyst (\$50/hr), Business Analyst (\$45/hr), Tech Architect (\$75/hr) over 6 months. Total \$624,000.
- Implementation of changes estimated 7% increase in revenue based on 2019 Starbucks case study.
- ROI break even estimated to be 2 years, giving one year for the rewards program to ramp up.

REVENUE STREAMS:

- By keeping customers within our portal, increases sales internally. Keeping customers within GreenTakeout ecosystem. The Reward system will retain customer loyalty.
- Deletes customers that are duplicates within the system, saving cloud provider space and cost.
- Employee tax write offs for being green and attempting to be more carbon neutral, thus retaining employees and willingness for employees to accept deliveries for a lower payment.