

Product 1 - Clipr - Personalised Social Shopping Magazine / Sales Platform for interesting non-commodity impulse buy products

<p>PROBLEM</p> <p>What to gift is a huge problem!</p> <p>Unmet demand for a local online shopping network for recommendations, discovery and content</p> <p>For smaller e-commerce companies and offline stores, marketing their design products is a big challenge</p> <p>EXISTING ALTERNATIVES</p> <p>Facebook pages for shopping and fashion blogs</p> <p>Pinterest / theFancy.com</p>	<p>SOLUTION</p> <p>A network of experienced shoppers to suggest latest gifts</p> <p>A magazine - offline or online</p> <p>People sharing e-commerce products on facebook</p> <p>Social Media Marketing - but not efficient as target audience not identified</p> <p>KEY METRICS</p> <p>Number of Visitors/Pageviews</p> <p>Number of Clips</p> <p>Number of Products Added</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Discover products of your interests as recommended by expert shoppers and your friends (Porn site for shoppers!)</p> <p>HIGH-LEVEL CONCEPT</p> <p>Pinterest for Indian E-commerce</p> <p>Stumble Upon for E-commerce</p>	<p>UNFAIR ADVANTAGE</p> <p>Traction</p> <p>Scalable infrastructure to get a new website on in less than 6 hours</p> <p>CHANNELS</p> <p>Social Media</p> <p>Advertisements in colleges</p> <p>Tie-ups with offline "cool" stores</p>	<p>CUSTOMER SEGMENTS</p> <p>Age Group: 18-30 years</p> <p>Predominantly Female</p> <p>People with disposable income - not necessarily rich - middle class with less liabilities</p> <p>EARLY ADOPTERS</p> <p>College Students / <2 years into Job</p> <p>Well Connected by Social Media</p>
<p>COST STRUCTURE</p> <p>IT - Development, Design and Hosting</p> <p>Marketing for users</p> <p>Marketing for e-commerce companies</p>	<p>REVENUE STREAMS</p> <p>Affiliate Revenue</p> <p>Sponsored Searches</p> <p>Targeted E-commerce deal marketing</p>			

Lean Canvas is adapted from The Business Model Canvas (BusinessModelGeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.