



# Business Model Report

MyManuals



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# **1 Introduction**

We are a group of 8 students with different views, different backgrounds and different life experiences. We all are working together to focus on our different ideas and build up something interesting. Let the team speak about themselves!

## **Ali Raza Abid**

I am hardworking, flexible, creative and organized person. I am able to handle multiple tasks on a daily basis. I am always on time for organized events, work-related or otherwise. I am a good timekeeper, always willing to learn new skills. I am outgoing and delicate, and able to listen effectively when solving problems. My strength is my flexibility to handle change. I'm very collaborative and have always preferred to work in groups. I never miss a deadline, as I always manage to complete my work on time. To me, entrepreneurship means being able to action and having the courage to commit and persevere through all of the challenges and failures. It is a struggle that an entrepreneur is willing to battle. It is using past experiences and intelligence to make smart decisions. Entrepreneurs are able to transform their vision into a business. I believe this process is at the core of any true entrepreneur.

## **Iryna Talamanova**

I am an energetic, positive and hardworking individual, who always strives to achieve the highest standard possible, at any given task. I am action oriented and like to learn new things. I am a great team worker and am able to take instructions from all levels and build up good working relationships with all colleagues. I have abilities to combine my technical and presentation skills and see the situation from different perspectives. In my opinion entrepreneurship is an ability to build your own business at your own risk in a field that you like and believe in. The very important thing is not to stop when you see the difficulties but analyze them and make them work for you.

## **Jyotsnaben Miteshkumar Prajapati**

I am hardworking, determined, intended and enthusiastic person. I am eager to learn new things and always looking for an opportunity to do the best and achieve extraordinary. I am quite good at programming and relational databases. I have good abilities to work in group. I am cooperative, and always prefer to work with team. I am flexible person with ability to adopt others ideas and knowledge which leads me to get the best result. For me entrepreneurship simply refers to the concept of developing and managing a business venture in order to gain profit by taking several risks in the corporate world. It has played a vital role in the economic development of the expanding global marketplace.

## **Md Ruhul Amin**

I am self motivated, focused, and hardworking individual. I am a friendly and approachable person who works with a positive attitude at all times. In order to enhance my skills I am always willing to learn new things and try new approach. I like challenges and love to work with deadline. I was a part of many software development projects. I like to do fronted programming. I am very good team worker. I worked with Tesco as a team leader where I developed my leadership skills. Entrepreneurship is the act of creating business in order to generate profit. In short, entrepreneurship means to me that do business. However before we make any action we should be fully prepared to be ready for the storm in the market. We should be both practical and empirical, we should have a plan, and we

should follow-up the business model.

**Muhammad Junaid Aslam**

I am hardworking, ambitious, focused, motivated and organised person. I am very passionate about learning new things and always looking for an opportunity to do better and achieve great. I am full stack developer. I am good at handling all the work of databases, servers, systems engineering, and clients. I have team leading capabilities. I am cooperative, and love to work with team. For me Entrepreneurship is about chasing your ideas for creating new business for the sake of profit. Creating of new business can have processes like define requirements and business outcome, creating ideas, finding resources or making team.

**Sangeeta Sangeeta**

I am very dedicated, balanced and never give up in any situation. I always keep the end goal in mind and try to know better the resources to get there which in turn makes me result-oriented as well. I am an excellent communicator and i always make sure that people have right information because it drives better results. I have working experience in Enterprise resource planning (ERP) so I am familiar of all production processes and business functional modules. I always listen other team members ideas and try to learn from their knowledge and experiences. As per my knowledge entrepreneurship is both the study of how new businesses are created as well as the actual process of starting a new business. It's a process that is taken before starting a business to define all the requirements and outcomes of a business.

**Sarpreet Singh Buttar**

I enjoy being challenged and engaging with projects that require me to work outside my comfort zone and knowledge set. The ability to work independently, eagerness to learn more, self-drive, adaptiveness, and cooperation are some of the qualities that I see as my strengths. According to me, entrepreneurship is an art to solve problems in such a way that nobody has ever done before in order to bring change in the society.

**Stavros-Filippos Kargakis**

I enjoy having my point of view challenged, since I believe that is the best way for personal growth. I also tend to exercise laconic speech. My strength is my ability to adapt to challenging situations, and to overcome adversity. According to me, Entrepreneurship is the ability to create, or change a pre-existing product, to meet the needs of the customers, whatever they are.

## 2 MyManuals

User manuals are essential in order to operate electronic devices smoothly. Consumer purchases electronic devices which come with printed user manuals. User manual helps consumer to operate purchased electronic device optimally. If for some reasons electronic device is not working properly, consumer needs to read the user manuals in order to fix those issues.

Unfortunately, most of the time consumers throw out user manuals or forget where actually they kept them. Consequently, consumer can't find printed user manuals when he or she needs them. Sometimes company also releases updated user manuals but for old electronic devices user cannot get those printed user manuals due to it only comes with fresh purchase of electronic device. In order to fix above issues, we are creating an online platform where company, consumers, and others can be benefited.

MyManuals is a platform for company to upload their electronic devices user manual online for their consumer. Consumer can download product user manuals from MyManuals website for free. Consumer can look for different type of electronic product and their manuals. Consumer can show their interest on particular product on the website and also can rate user manuals. It is duo lingual website both English and Swedish. Consumer can save time and money through using this website. It is easy to use, secured, robust and reliable. This is really great website for consumer because all electronic device user manuals in one place. Consumers can register themselves and sign in MyManuals website and get additional paid services as well.

Company can establish good customer relationship through MyManuals website. They could see how much time different products and manuals have been viewed. Company can save money and environment by not printing physical user manuals.

Service providers add their details on MyManuals website. Consumer can contact them regarding any issues with their electronic devices. Service provider can send email to subscribed consumer regarding interested products. They could communicate with consumer who bought technical product and also, they could do marketing with their upcoming products. Service providers provide different services to consumers.

Advertising agency can publish different advertisement on MyManuals website. Through selling advertising space MyManuals can generate revenue. In order to put clearer about our business idea, we develop a chart where we describe in a very concreted way all the basic question that a new company will ask: what, who, why, where, when, and how. With these questions anyone who read our business model, they will clearly understand what in MyManuals and what this website is going to offer the market.

|              |   |
|--------------|---|
| <b>What</b>  | MyManuals is a platform that provides different types of online manuals to a user. Any company can add their products manuals to the platform. Companies will have opportunity to get feedback from consumer and can have quick access to them through their representative. Service provider will also be able to communicate with the consumers who are using their technical products. |
| <b>Who</b>   | <p>To provide MyManuals service we are going to have:</p> <ul style="list-style-type: none"> <li>• Companies who will provide user manuals and their service providers' information.</li> <li>• Advertisers.</li> <li>• Sales managers.</li> <li>• Developers.</li> </ul>   |
| <b>Where</b> | The service will be available all over the world.   |
| <b>Where</b> | The service will be available all over the world.   |
| <b>Why</b>   | Because it is always better to have all device manuals at one place rather than look for them all over the apartment. Also, this service helps to save the environment because a lot of paper manuals are never used and companies just waste paper on them. Moreover, the user will have latest and updated information about products and their materials.                              |
| <b>How</b>   | <ul style="list-style-type: none"> <li>• undertake a market study.</li> <li>• design and create the platform.</li> <li>• deploy the platform.</li> <li>• connect with key partners (advertising agency, service providers etc).</li> </ul>  |

Table 2.1: MyManuals Question Chart

### **3 Customer Segments**

Customer segment comprise of heart of any business model. In order to facilitate our customer with the best of our Product/Service we can group them into different segments with their common needs, common behaviour or other attributes. In any business model different groups can represent different customer segments if their needs require and justify different value proposition or they are willing to pay for different aspects of value proposition. And if we are able to match our value proposition to the customer segments then we can achieve a lucrative revenue stream. As per the need of our project MyManuals, mass market and niche Market will be the major Customer segment. At earlier stage we are going to focus on these two segments.

#### **3.1 Mass Market**

In MyManuals service, Mass markets comprise of end user who wants to have updated and latest information about various products and their materials such as manuals. Moreover, MyManuals will also provide authorized service providers information. Therefore, our consumers can easily contact the corresponding service providers in case of any issues related to their interested products.

#### **3.2 Niche Market**

Niche market includes the various companies who wants to establish sustainable business. Niche Market can achieve their target by establishing a direct connection to their consumers by uploading latest product materials and other relevant information. Online availability of product material will be a helping hand to these companies for cost cutting. Also, they can directly reach their potential customers by finding their information on website.

#### **3.3 Service Provider**

Different companies service providers will also be the part of our customer segment. Service provider will be benefited by having consumers information who are interested in their technical products. they can send emails to the consumers for product promotion.

#### **3.4 Advertising**

Later on, in the business growing stage we will be going to consider advertising companies as our customer segment. This can be achieved either by incorporating Google AdSense or we simply sell our own ads space directly to companies looking to sponsor different blogs.

## 4 Value Proposition

Value proposition describes what you offer and how you are going to offer it to target customers, type of value associated with your offerings, why it differs from anything else on the market and also describe how the value is generated. In short, “A product’s value proposition is a statement of the functional, emotional and self-expressive benefits delivered by the brand that provides value to the target customer” [1]. On the above customer segments chapter, we define our customers, but before establishing the value proposition of our business, we need to talk about currently how company providing user manuals to consumers and how consumers use user manuals for their electronic devices.

Consumer purchases electronic devices they come with printed user manuals. User manual helps consumer to operate purchased electronic device optimally. If some reasons electronic device is not working properly, consumer need to see user manuals in order to fix those issues. Unfortunately, most of the time consumer throw user manuals or forget where actually they kept them. Consequently, consumer cannot find printed user manuals when he needs them. Sometimes company also releases updated user manuals, but old electronic device user cannot get those printed user manuals due to it only comes with fresh purchase of electronic device.

In order to fix above issues, we are creating an online platform where company, consumers and others can be benefited. Value propositions of MyManuals website are:

1. **Quick access to valuable and updated information about products:** Through MyManuals website we are offering consumers to have a quick access to update user manuals for their electronic devices for free. We have a very good connection with different companies who manufacture electronic devices. Company representative frequently update their product user manuals which helps consumer to get reliable and updated user manuals which leads consumer to save their time, money and space. Consumer can rate each user manuals which will help company to maintain quality of their user manuals. Through our website consumer also can get old model electronic devices user manuals as well.
  - (a) *Functional benefits:*
    - i. Consumer can access updated user manuals.
    - ii. Consumer can download user manuals.
    - iii. Consumer can rate user manuals.
    - iv. Online user manuals can save time, money and space.
  - (b) *Emotional benefits:*
    - i. Environment friendly user manuals.
    - ii. Market out products user manuals also available.
  - (c) *Self-expressive benefits:*
    - i. Good connection with Companies who manufacture electronic devices.
    - ii. MyManuals website is easy to use and reliable as well.
2. **Access to consumers that bought technical products:** By logging to MyManuals website advertising agency can see which consumer browse technical products user manuals and then they can publish advertise related to consumer browsed technical products on the web site. Advertising agency can get consumer details and communicate with consumer regarding new products and services. Advertising agency can easily connect with their potential consumers, it will save time and money as well.



- (a) *Functional benefits:*
    - i. Advertising agency can access to consumer who bought technical products.
    - ii. Publish advertisement.
    - iii. Communicate with consumers.
    - iv. Save time and money.
  - (b) *Emotional benefits:*
    - i. Communicate with valuable consumers.
3. **Ability to upload the newest information to reduce cost and connect to consumers:** On MyManuals website company representatives can upload newest information about their products for consumer. They also can connect with consumer who clicked interested button on MyManuals website. It will save time, reduce cost, and help company to connect with consumer effectively and efficient manner.
- (a) *Functional benefits:*
    - i. Company representatives can upload newest information about products.
    - ii. Company representatives can connect with consumer.
    - iii. Representatives can see the list of consumers who can click on interest button.
    - iv. Reduce cost and save time to connect with consumer.
  - (b) *Emotional benefits:*
    - i. Connect with consumer who clicked interested button on MyManuals website.
  - (c) *Self-expressive benefits:*
    - i. MyManuals website is easy to use and reliable.
4. **Access to consumers who own products that service provider provide service for:** On MyManuals platform Service Provider can access to consumer profile. Consumer who is clicked interested on product, service provider can see who is interested on particular product and can send email regarding new similar product and services to consumer. Consumer can communicate with service provider regarding their product services.
- (a) *Functional benefits:*
    - i. Service provider can access consumer profile.
    - ii. Service provider can send email to subscribed consumers.
    - iii. Consumers who clicked Interested on product, service provider can communicate with them.
    - iv. Consumers can get services from service provider through MyManuals platform.
  - (b) *Emotional benefits:*
    - i. Connect with consumer who clicked interested button on MyManuals website.
  - (c) *Self-expressive benefits:*
    - i. Easy to communicate with consumers.

## 5 Distribution Channels

Distribution channels are the building block that describes how our company will communicate and reach out customer segments to deliver a value proposition. We can opt for physical or virtual distribution channels like we can sell directly through retail store or we can have virtual channel like website. Distribution channels for our platform are:

1. **Website:** We are going to have a virtual Distribution channel for our platform and that will be our MyManuals website through which we are going to deliver our services.
2. **Sales for companies and service providers:** In our business plan we are going to use a sales force as a means of reaching people. In that case much of our focus will be on training our sales force to position MyManuals service effectively. Therefore, we will need to hire staff, trained them and equip them with some key messages. These sales people will contribute to have more companies as customers and also their respective service providers.

When we are able to reach our customer segment through our distribution channels then we will be able to serve many functions like

1. Delivering a value proposition to our customers.
2. Allowing customers to purchase our product/service.
3. Raising awareness among customers about different company's products and their services.
4. Helping customers to evaluate company's value proposition.
5. providing customer support for purchased product or service through authorized service providers.

## **6 Customer Relationships**

Customer relationship is the building block that describes the type of relationship that a company establishes with its specific customer segment. It is really important for a business from the beginning to grow and promote their customer relationships as we want frequent customers or consumers not only a one-time sale.

Now, as we know the importance of establish a relationship with customer, MyManuals will do it to acquire new customer as well as to retain normal customer that want to use our website. As we already stated that our company will focus on the delivery of latest and updated information about products and its materials through a Webpage. In that case we are going to use a strategy to reach our potential customer defined in chapter customer segment.

### **6.1 Self-Service**

This is the main category that MyManuals is going to use. In this type of relationship, a company maintains no direct relationship with their customer; It provides all the necessary means to customer to help themselves. In our website, company and consumer could search and download all the necessary information about products and their manuals. They will be able to do all process because design of page will be easy to manage. Customers only need to surf to enjoy the benefits of our service. Also, Nowadays, most of the customers think it is important to solve a service issue by them. So, here we are planning to create a page for customer self service with most frequently asked questions and answers. There can be many benefits of using FAQs page like:

1. We can assist our customer proactively by anticipated their needs before they ask for help.
2. We can cut down our cost on customer service.
3. We can offer our customer a portal where they can find not only answers to their questions but also read more about our company.

### **6.2 Key Account Manager**

If we will be able to collect a large number of companies then there arise a situation for customer retention. At that point maybe, we both are looking for the opportunities to work closely together. Then a Key account manager will be helpful to increase the value of relationship to various different companies.

### **6.3 Sales Partner**

We are going to have different service providers information. Our sales partner will be there to convince various companies to add and authorize their service providers to promote their products.

## **7 Revenue Streams**

Revenue streams are the various sources from which a business earns money from the sales of goods or provision of services. Generally speaking, the revenue accounts of retail businesses are more diverse, as compared to business that provide services.

Generally, companies only try to get revenue streams which are usually the sale of products/services, but there are alternate times in addition to having which are usually the sale of products/services, to make money is not entirely dependent on the same method. This is an important success factor in new companies, but many revenue streams are really complicated to establish because you are new, nobody knows you and you need to get a reputation from the market, but through company's power. There are many ways to keep in mind the company's capabilities.

Now, we assume that this is the only channel for distributing our services and products through our web channel through a web page while setting up the necessary pricing strategies to define our revenue streams. To get money, our website will use different approaches that will help organize the company and start up its betterment plans.

### **7.1 Membership Fees**

This stream generates steady income, if we have monthly membership plan and we are able to retain good percentage of members, in this case we can count regular income as opposed to starting from zero income. For example, if we have 100 members paying 100 SEK per month, we can, for the most part, count on 10,000 SEK per month income, as long as we retain our membership numbers. Business-to-business membership are ideal option because even in tough times, many businesses will join and/or maintain their membership if they believe it will be fruitful to their business.

In this section our product will give an option for membership to our client, for instance, premium content (such as articles, reports etc.), digital products (such as website themes, app, tools etc) where individuals will get information on all important news, information updates, special offers etc. People who pay the fee will have quick access to the information that they normally would use at any time. However, many people are not willing to opt for membership.

### **7.2 Advertising**

This will be an indirect revenue stream, because it is not directly related to the main purpose of our company. "According to Osterwalder, this stream results from fees for advertising a particular product, service, or brand" [2].

Since we all do our transactions through our webpage, if we have many customers, we all offer advertising space to other companies where they offer their related and non-related products also to their customers to increase their sales and hence, they can also have option for marketing of their product through our company. Our niche market will be our common people, so we may have better option in the advertising section for other companies.

Moreover, it will become beneficial to enhance the business relationship with other companies. Hence revenue stream generated from advertising will be more advantageous for us.

### **7.3 Percentage From Service**

Service providers will have a big advantage if they join our platform because they will have a great advertisement and lots of clients. Because of that we want to get another revenue stream from them. We will get a percentage from their sales.

## 8 Key Resources

“According to Osterwalder, the Key Resources part describes the most important assets required to make a business model work” [2].

In our case key resources are that things, which we need to create our Value Proposition, support Customer Relationships and get the Revenue Streams. As long as customers reach all our value propositions through a website, we need resources to build an attractive and easy-to-use portal. It’s also very important for us to have a lot of content on our site and because of that companies which will provide the content to us are also our key resource.

“Key resources can be physical, financial, intellectual, or human. Key resources can be owned or leased by the company or acquired from key partners” [2]

According to this structure we split our key resources in four categories:

1. **Physical resources:** Since we are developing a software, we need to have an equipment for creating and maintaining the platform. For example, an office where the IT staff will work, computers for them, other furniture for the office. Also, while the number of clients will be growing up, we will need more space to store the information. We will need to buy servers and other hardware for that.
2. **Intellectual resources:** The main intellectual resource is the content that companies provide to us. The amount of content affects the number of consumers and therefore our revenue streams. Also, one of the resources of our company is the website and platform’s code. We have to protect our intellectual property, so we need to have a patent and copyrighting for the source code.
3. **Human resources:** We need different kind of specialists to create our platform, such as:
  - (a) manager, who will contact the product owner.
  - (b) designers, who will be responsible for designing the layout, visual appearance and the usability of the website.
  - (c) programmers, who will develop the software.

All these roles could be combined as an IT staff. Also, we need marketers who will promote the platform and develop marketing strategy.

4. **Financial resources:** We need a stock option pool for hiring key specialists and getting hardware to deploy our platform.

## 9 Key Activities

Key Activities section describes the most important actions that we should perform to make our business model work. Key activities of our company are:

1. **Marketing:** For the optimal development process we have to explore the design of the product and the expected production costs. The research phase is needed for better understanding of customer wishes and needs. We need companies to know about our platform and opportunities that we provide to them. Because of that we need to attract as many companies as possible to have enough content for our site. While the platform content will grow, we need more companies to join us and add more content to the system.
2. **Platform development:** This activity is needed for the site development, because without the site we can't deliver our value proposition. There were several phases during the development process:
  - (a) idea analysis based on research phase.
  - (b) design development.
  - (c) business analysis.
  - (d) technical implementation.
  - (e) quality control

After finishing the development activity, we can come to the market with a stable version of our product. After coming to the market, we need to maintain our platform. As quantity of customers will grow up more server space will be needed to store the information and more features will be added to the site.

3. **Sales:** This is one of the most important activity for our platform. At the beginning our website will be unknown for our future partners (companies that provide us user manuals) and for the mass market. So, we will need to advertise our platform and attract as many companies as we can. We also need to cooperate with service providers, because we get a revenue stream from them, as it was described in section 7.

## 10 Key Partners

This section describes which partnerships should we make to drive our business. Key partners of our company are:

1. **Payment provider:** We use a membership fee as one of the revenue streams, so we definitely need to cooperate with payment providers to provide customers a safe and convenient way to pay the fee. Collaboration with payment Provider Company accomplishes several crucial tasks in online purchasing and transaction management. We don't need to worry about security and hire specialists for this job.
2. **Advertisement provider:** Another revenue stream that we use for MyManuals is an advertisement. Since we will have a large customer flow we could provide some space on our site to the advertisement provider. The provider has a special role in our system and is able to upload required content.
3. **Companies, which provide us user manuals:** MyManuals is a platform where companies upload manuals themselves. It's profitable for them because each company will have data about its customers and also will reduce costs of manuals printing, as it was explained in a Value Proposition section.



## 11 Cost Structure

This building block represents all the costs that a business can or will incur if it opts for a particular Business Model. Most of the businesses fail if they fail to understand their costs or what it takes to deliver the services, they have promised in their value proposition. As an Entrepreneur if we effectively figure out our key resources, key activities and key partnerships then it will be easier to define our cost structure.

Now as we already know our key activities are Development, Marketing and Maintenance. Then the most important cost that we will incur for these activities are:

1. **Development cost:** As an Entrepreneur we are going to deliver our service through a website. Development phase is the starting phase where everything we are going to setup like website development, hosting and cloud storage. These all will cover under initial fixed cost like IT staff salaries, Website hosting and cloud storage.
2. **Marketing Cost:** Now to promote our website we need some marketing people so that we can make other people to know more about our services.
3. **Infrastructure Cost:** After coming to the market, when we are in business growing stage, we need to retain our potential customers, or may we have more customers. At that time, we need to maintain our website so that it will function well. This maintenance cost can be increase storage space, additional hardware requirements.

## 12 We as Entrepreneurial Decision Makers

Five key decisions that have taken in our business model are given below:

1. **More than a user manuals provider:** Company representatives upload user manuals for consumer. Service provider can check who is interested in technical product and then they can send email to subscribed consumer regarding new technical product for marketing purpose. Consumer can see the registered service provider list and communicate with them in case if they have any issues with their electronic devices.
2. **User manuals will be uploaded by company:** Company is also one category of customer. System admin will register company. Company will register their representatives. Company representatives will upload user manuals for consumer. Consumer can download user manuals for free.
3. **The revenue will generate from advertising agent, service provider and consumer registration:** Advertising agent will pay money for advertising spaces. Service provider will pay money to get technical product interested consumer details and do marketing with consumers. Registered consumer will pay small amount of fee for additional services.
4. **Self service:** Through visiting our website consumer can search and download user manuals. He can write comments on manuals and also can get help from other consumers' comments on the same manuals. He will be free to ask advice from representatives or members of the community; or even take part of the community to help the other. In this way, we want to create an atmosphere of trust and a rewarding experience. The user would be proud to fix his problem himself.
5. **A platform for feedback:** User will be able to give feedback to a representative brand or us. A representative brand will be able to transmit the feedback to his company and if needed update the manual according to user's expectation. The idea is quite the same for us. The platform will evolve according the needs of the users.

Our solution provides three values that make it stand out from all competitors on the market today. First of all, the consumer can get direct support from service provider if the manuals and frequently asked questions do not solve his problems. Secondly, consumer can purchase a custom-tailored insurance directly through our platform. Finally, by default our website is in English but user can switch to Swedish language as well.

Five key developer decisions that we have taken in our business model which would influence all our future work on the implementation of our business idea are mentioned in below:

1. Separate frontend and backend applications. This approach gives us more flexibility when talking about supported clients.
2. Implement service-oriented architecture for backend application. This approach will help us react quickly to the changing requirements for application.
3. Token based authorization was selected to provide security. Using tokens for authentication instead of sessions makes it easier to scale server powers.

4. Using external storage facilities to store product-related files was one of the key developer decisions. Using external storage facilities provides more flexibility in terms of scaling. We can scale backend server resources and storage resources simultaneously, which means that we don't have to pay for any extra resources that we don't use.
5. Using Angular 6 framework for frontend development was also one of our key developer decisions which helps to improve security, reliability, integrity and extendibility of our website.

## **13 Our Promise**

The biggest initial challenge that it needed to be overcome is getting the initial companies to sign up. Unfortunately, depending on the country, manuals can be copyrighted, meaning that without explicit permission from the company itself, some manuals cannot be added on the platform. In addition to this, some companies may have conflicting ideals about how to approach this solution.

On the other hand, the provided value proposition, having all user manuals in one place, accessed through the Internet, is something unique in the marketplace, and as such, it has both the potential to reach a segment of the market that is not serviced, and at the same time, it has a higher risk to fail versus more conventional business models.

In addition to this, all of the proposed parts of the business model feed into each other, and as such, the more customers that are gained in one section, the more customers are gained in the other sections of the business. This allows us to grow both as a business venture and reach even more customers.

## 14 Future Plans

We already know our Value Propositions (see section 4) and can see our strengths. The next step is to identify our grow up strategy. So, for that we have followed steps described in the article about the growth of IT project [3]. These steps are:

1. **Identify high-level business goals:** Our company will grow up and more and more companies will join our platform. So, our top goal is to provide a standard way to look for a manual and become a world known company.
2. **Understand which inputs and outputs impact our goals:** In other words which key metrics do we have? The North Star metric for us is a number of customers, because our revenue streams directly depend on their count. The number of companies that joined our platforms and consequently the number of manuals affects the user satisfaction and the traffic. So, for being successful in the future we need to attract as many customers as we can.
3. **Brainstorm experiments to run that directly affect our identified inputs:** That means that we need to figure out new ways to attract our customers. We have already implemented the cooperation with service providers and now customer is happy because he or she is able to connect to the service agency in case of any breakdowns. In the nearest future we are planning to add more types of content like videos to our platform to attract more consumers.

So, after running some experiments we will check the assumptions that we have made in the beginning of the project. Now we know our goals and key factors that impact them and are ready for further work.

## References

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