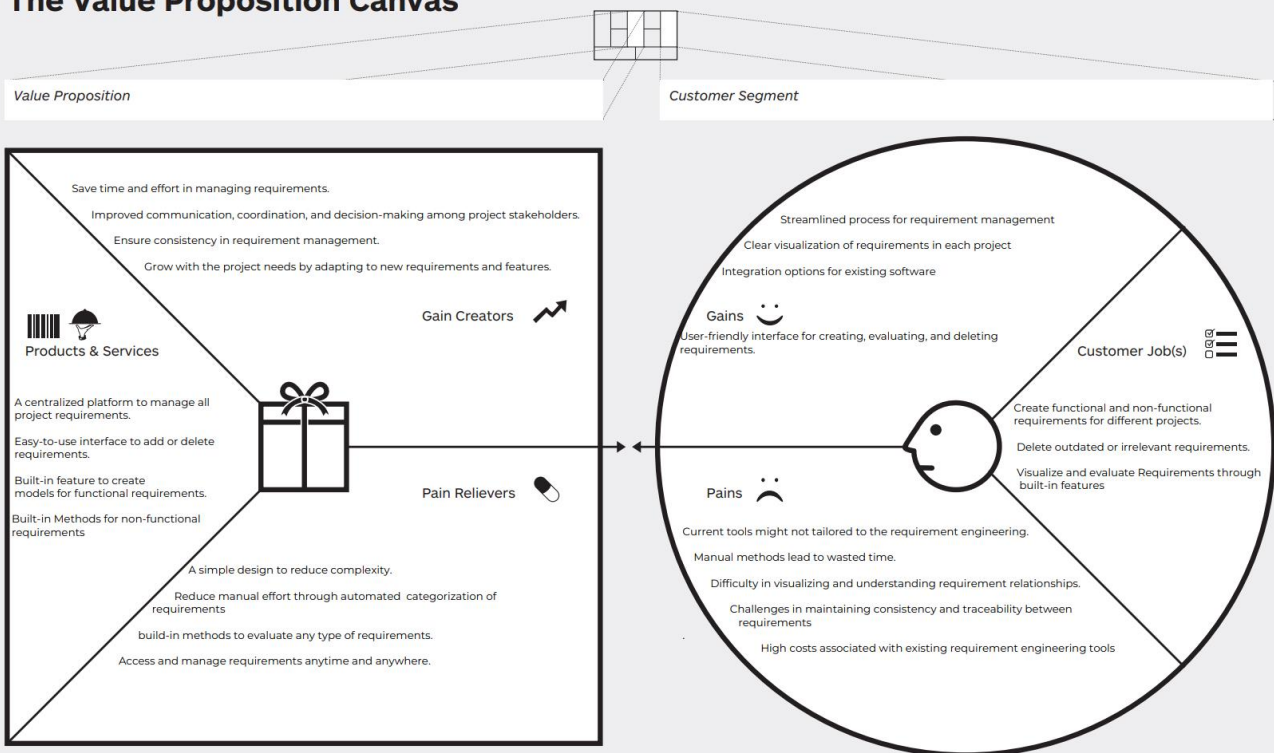


ReAlign

ReAlign is an all-in-one requirements engineering platform designed to empower corporate clients and consulting firms to streamline the documentation and management of project requirements, iterate faster, and reduce design inconsistencies through its intuitive interface and advanced collaboration features.

The Value Proposition Canvas



The Business Model Canvas

Designed for:

Designed by:

On:
Iteration:

| | | | | |
|---|--|---|---|---|
| <h3>Key Partners</h3> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources do we acquire from partners? Which Key Activities do partners perform? <small>Key Partners are the suppliers and partners that help us to develop the solution and integrate other tools</small></p> <ul style="list-style-type: none"> - Technology partners (to develop the solution and integrate other tools) - Resellers and distributors - Consulting firms and agencies - Universities | <h3>Key Activities</h3> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? <small>Key Activities are the actions that we must perform to create value for our customers</small></p> <ul style="list-style-type: none"> - Software development - Sales and marketing - Customer support - Education and community building | <h3>Value Propositions</h3> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? <small>Value Propositions are the benefits and solutions that we offer to our customers</small></p> <ul style="list-style-type: none"> - Faster and more convenient requirements gathering - Facilitated communication and collaboration between stakeholders - In-built Methods and visual modeling tools - Version control - Integration options for existing software (eg. Jira) | <h3>Customer Relationships</h3> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? <small>Customer Relationships are the ways in which we interact with our customers</small></p> <ul style="list-style-type: none"> - Sales and demos - Customer support (online chat + hotline) - Education and community (webinars, courses, meetups) | <h3>Customer Segments</h3> <p>For whom are we creating value? Who are our most important customers? <small>Customer Segments are the groups of people or organizations that we are trying to reach</small></p> <ul style="list-style-type: none"> - Corporate clients (established enterprises) - Software development teams (startups) - Agencies and consulting companies - Universities offering courses in software development |
| <h3>Cost Structure</h3> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? <small>Cost Structure is the total costs of all Key Resources and Key Activities</small></p> <ul style="list-style-type: none"> - Software development costs (including salaries) - Marketing and sales costs (including salaries) - Customer service costs - Infrastructure costs | | <h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues? <small>Revenue Streams are the cash that we receive from our customers</small></p> <ul style="list-style-type: none"> - SaaS model -> tiered subscription plan | | |

I. Customer segments:

The Requirement Engineering platform caters to a diverse range of customer segments. For **established enterprises** seeking a solution to their requirement engineering process, our App facilitates this process by enabling collaboration among project managers, developers, and testers. Moreover, **startups** benefit from the user-friendly interface as they begin software development. Additionally, **agencies and consulting firms** utilize our app to enhance communication with clients, ensuring transparency and improving project delivery. Lastly, **universities** offering software engineering courses use the platform to teach students best practices in requirement engineering, preparing them for real-world industry scenarios

II. Value propositions:

The Requirement Engineering platform offers a suite of value propositions aimed at optimizing the requirement engineering process. With its user-friendly platform, users experience **accelerated and simplified requirements gathering**, saving valuable time and resources and avoiding delays in the development process. Furthermore, our platform consolidates all requirement-related information, **facilitating communication and collaboration** among stakeholders, and thus promoting alignment and efficiency. Moreover, users benefit from **comprehensive methodologies** for non-functional requirements like the Access Control Matrix and **intuitive visual modeling tools** for functional requirements. Lastly, robust **version control** capabilities ensure accuracy and accountability throughout the project lifecycle, while seamless **integration with existing software** like Jira enhances overall efficiency.

III. Customer Relationships:

We employ targeted **sales and demonstrations** to showcase how our tool effectively addresses specific pain points and enhances the requirements engineering process. For example, we demonstrate how our tool facilitates collaboration among stakeholders, and streamlines Requirement Elicitation, Analysis, Specification, Validation, Management, and so on. Additionally, our sales team works closely with potential customers to understand their specific requirements and demonstrate how our tool can meet their needs. In addition, we provide **customer support** like online chat support to assist users. Customers with upgraded subscriptions to our tool can also gain access to personalized online support, including a hotline where users can speak directly with a customer support representative for more in-depth assistance and live one-to-one assistance through video meetings. Finally, we also provide customers chances for **education and community**. We host regular webinars on topics such as best practices in requirements engineering, tips for using our tool effectively, and industry trends. Additionally, we provide a community platform where users can engage in discussions, share insights, and network with peers.

IV. Channels:

Our **direct sales** team builds relationships with potential customers through targeted email campaigns, cold calling, and networking events. By understanding the specific needs and pain points of each organization, our sales representatives can tailor their approach and effectively communicate the value proposition of our tool. We leverage **online sales and online marketing** channels such as search engine optimization, pay-per-click advertising,

and content marketing to increase our online visibility and attract potential customers. By optimizing our website and creating engaging content, we ensure that our tool ranks high in search engine results and resonates with our target audience. Furthermore, we utilize social media platforms like LinkedIn and Facebook to expand our reach, engage with our audience, and share valuable content and updates about our tool. Furthermore, we also emphasize **affiliate (partner) sales** with industry influencers, software vendors, and consulting firms to promote our tool to their networks. We incentivize partners to promote our tool to their clients and earn a commission for each successful referral. These strategic partnerships allow us to tap into existing customer bases and leverage the credibility and expertise of our partners to reach a wider audience.

V. Key Activities:

Development and maintenance of system to support requirement engineering process to company's project managers, developers, and testers through online platform (web application). Ensure the platform is user-friendly, functional, accessible, and secure. Integrate the application with existing software tools for collaboration between users. Regarding **sales and marketing activities**, we need to focus on promoting the platform's value proposition, and unique selling proposition with targeted marketing campaigns to software development teams and consulting companies through channels such as social media, marketing, and webinars. Providing **customer support** to the users to have a better experience with the system. Offer **training programs** for new users to onboard them to the application. Provide hands-on training sessions, workshops, and online tutorials to build a strong community around the application.

VI. Key Resources:

The key resources required for value proposition are **skilled teams of developers**, and UI/UX designers for designing to build the system. **Customer support team** to help the end users with technical or organizational problems related to the system. Experienced professionals are responsible for coordinating requirement-related activities, managing resources, and ensuring timely delivery of requirement artifacts. **Marketing team** to promote and maintain brand awareness through branding and positioning the product in the market. Resources include **servers, databases, and hosting services** to support the online platform. Financial resources are allocated for the development of the requirement engineering platform, procurement of software tools, infrastructure maintenance costs, and training expenses.

VII. Key Partners

In our software business, key partners are essential for our growth and success. **Technology partners**, who aid in the development of the solution and integration with other tools, enhance our software's functionality. **Resellers and distributors** play a pivotal role in expanding our market reach. **Consulting firms and agencies** collaborate with us to provide comprehensive services, including implementation support and customization, tailored to our customers' unique needs. Lastly, **universities**, starting with TUM where the company originated, drive innovation and provide access to talent and research resources. Together, these partners form a strong ecosystem supporting our mission of delivering exceptional software solutions to our customers.

VIII. Cost Structure

In the first year of our venture, we anticipate several key expenses. For software development, with three developers estimated at approximately **55,000 EUR** annually each, our total yearly expenditure is projected at **165,000 EUR**. License fees for software are expected to remain within **5,000 EUR** annually. Additionally, domain hosting and cloud costs are forecasted to range from **6,000 to 9,600 EUR** yearly, with initial monthly expenses ranging from 500 to 800 EUR. Administration, marketing, sales, and customer support functions will be managed by one team member, with an annual cost of **55,000 EUR** based on early-stage startup rates. Taken together, these expenses sum up to an estimated total of **233,000 EUR** for the first year.

IX. Revenue Streams

The subscription tiers offered by our software cater to a diverse range of needs, from individual exploration to enterprise-level requirements engineering.

1. Our **Explorer** tier, available at no cost, is perfect for hobbyists, students, or those looking to acquaint themselves with the software.
2. Moving up, the **Pioneer** tier, priced at **99 EUR** per month, is tailored for small teams or startups with basic requirements.
3. Stepping into the **Navigator** tier, priced at **189 EUR** per month, provides more comprehensive capabilities suitable for growing teams and mid-sized companies.
4. For larger enterprises or consulting firms with complex requirements, our **Voyager** tier, priced at **499 EUR** per month, offers advanced features and unlimited scalability.
5. Additionally, our **Enterprise** tier provides fully customizable solutions, including dedicated infrastructure and advanced support, tailored to the needs of large enterprises.

We expect the customer distribution to look like this: 32% Explorer, 22% Pioneer, 15% Navigator, 10% Voyager, and 5% Enterprise. Assuming we can acquire 100 customers in the first year, the total revenue will be calculated as follows:

1. Explorer Tier: 0 EUR/year
2. Pioneer Tier: 22 customers * 99 EUR/month * 12 months = 26,136 EUR/year
3. Navigator Tier: 15 customers * 189 EUR/month * 12 months = 34,020 EUR/year
4. Voyager Tier: 10 customers * 499 EUR/month * 12 months = 59,880 EUR/year
5. Enterprise Tier: 1 customer * 1000 EUR/month (assumption) * 12 months = 12,000 EUR/year

All in all, **132,036 EUR** in revenue is expected in the first year.

In our first year, we plan to be financed by a founders' scholarship, e.g. EXIST-Stipendium, which amounts to 30.000 EUR per person a year => **120,000 EUR** in total.

All in all, **252,036 EUR** in revenue is expected in the first year, resulting in a profit of 19,036 EUR, which will be invested in customer support in the next year due to a growing number of customers.

ReAlign's business model maps with the category of subscription-based model as users are charged a periodic (monthly) fee to subscribe to a service.

Recurring Billing Cycle:

Customers subscribe to ReAlign on a recurring basis, typically billed monthly.

Subscriptions are renewed automatically at the end of each billing cycle unless the customer chooses to cancel or modify their subscription.

Tiered Pricing Plans:

ReAlign offers tiered pricing plans with different feature sets and usage limits to accommodate the varying needs of customers.

Each tier includes different levels of functionality, support, and scalability options, allowing customers to select the plan that best suits their requirements and budget.

Usage-Feature-Based Pricing:

Pricing may be based on usage metrics such as the number of users or projects managed within the platform, as well as the features available to the client (basic, standard, premium).

Customers may choose a subscription tier based on their anticipated usage levels, with the option to upgrade or downgrade their plan as needed to align with changing requirements. The available levels are: Explorer, Pioneer, Navigator, Voyager, and Enterprise.

Flexible Contract Terms for Enterprise Customers:

ReAlign offers flexible contract terms to accommodate different customer preferences and business scenarios of the Enterprise subscribers.

Scalability and Customization:

The subscription model allows customers to scale their usage of ReAlign over time as their requirements management needs evolve.

Customers can easily adjust their subscription tier, add, or remove users, and access additional features or services to support growth and changing business priorities.