

Mason Manage

Business Model Canvas

Created using the Osterwalder Methodology

Generated by Strategy Agent

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1. ? Customer Segments

Question: For whom are we creating value?

Primary Segment: Small-to-Medium Construction Companies

- ? Size: 5-100 employees
- ? Pain: Managing suppliers, budgets, and specialties manually
- ? Behavior: Need digital transformation but lack IT resources

Secondary Segments:

Segment	Description	Needs
Independent Contractors	Solo or small teams	Simple budget tracking
Project Managers	In-house PMs at larger firms	Dashboard & reporting
Construction Material Suppliers	Want visibility	Brand directory listing

Segment Type: Niche Market

Focus on the construction industry vertical with specialized features.

2. ? Value Propositions

Question: What value do we deliver to customers?

Core Value Proposition

"Centralized construction management with intelligent budget analysis"

Value Elements (Osterwalder Framework):

Element	How Mason Delivers
Getting the Job Done	Automates budget (orçamento) management, company tracking
Convenience/Usability	Web-based, no installation, multi-language (PT/EN)

Cost Reduction

Replaces spreadsheets and manual tracking

Performance

Excel analysis with AI-suggested specialties

Accessibility

Cloud-based, access anywhere

Customization

Specialty assignment per item

Unique Differentiator

? Excel Budget Analysis - Upload construction budgets and automatically:

- ? Parse multi-sheet files
- ? Identify line items
- ? Suggest specialties (Electrical, Plumbing, HVAC, Masonry, etc.)
- ? Track progress across projects

3. ? Channels

Question: How do we reach customers?

Channel Phases (Osterwalder):

Phase	Mason's Approach
1. Awareness	LinkedIn marketing, construction forums, word-of-mouth
2. Evaluation	Free tier (Freemium), demo dashboard
3. Purchase	Online self-service subscription
4. Delivery	Web application (instant access)
5. After Sales	In-app support, documentation, email

Channel Mix:

- ? Primary: Direct web platform (self-service)
- ? Secondary: Referral program from existing users
- ? Future: Partner channels (construction associations)

4. ? Customer Relationships

Question: What relationships do we establish?

Relationship Types:

Type	Implementation
Self-Service	Full SaaS with dashboard, no human interaction needed

Automated Services

AI-powered Excel analysis, auto-suggestions

Communities

Companies can see/connect with suppliers/brands

Relationship Goals:

- ? Acquisition: Freemium to attract trial users
- ? Retention: Feature lock-in (data stored in platform)
- ? Upselling: Premium features for power users

5. ? Revenue Streams

Question: For what value are customers willing to pay?

Primary Revenue Model: Subscription (SaaS)

Tier	Price	Features
Free	?0/month	3 companies, 1 budget, basic dashboard
Pro	?29/month	Unlimited companies, 10 budgets, Excel AI, reports
Business	?99/month	Unlimited all, team seats, priority support

Pricing Mechanism: Fixed List Price + Feature-based

- ? Base tier priced at market entry
- ? Premium features unlock at higher tiers

Revenue Type:

- ? ? Subscription fees (primary)
- ? ? Potential: Brand listing fees (suppliers pay for visibility)

6. ? Key Resources

Question: What assets do we need?

Resource Categories:

Type	Resources
Physical	Cloud infrastructure (Vercel, Supabase)

Intellectual

Excel parsing algorithms, AI specialty suggestions

Human

Development team, domain experts (construction)

Financial

Bootstrap/seed funding for growth

Critical Resources:

1. Supabase Database - Stores all customer data
2. React/TypeScript Codebase - Platform foundation
3. Construction Domain Knowledge - Specialty definitions, workflows

7. ?? Key Activities

Question: What must we do to deliver value?

Activity Categories:

Category	Activities
Platform/Network	Maintain SaaS availability, updates
Problem Solving	Develop Excel analysis, AI features
Customer Success	Onboarding, documentation, support

Priority Activities:

1. Feature Development - New capabilities (budgets, dashboards)
2. Excel Analysis Improvement - Core differentiator
3. User Acquisition - Marketing, freemium conversion
4. Data Security - Protect customer construction data

8. ? Key Partnerships

Question: Who helps us deliver?

Partnership Types:

Type	Partners
Supplier	Supabase (database), Vercel (hosting), Recharts (visualization)
Strategic Alliance	Construction associations (distribution)
Potential	ERP integrations (SAP, Odoo for construction)

Key Suppliers:

- ? Supabase: Database-as-a-service, authentication
- ? Vercel: Hosting, CDN, deployments
- ? OpenAI/Gemini: AI for specialty suggestions (future)

9. ? Cost Structure

Question: What are our most important costs?

Cost Characteristics: Value-Driven

Focus on creating best-in-class construction management, not just lowest cost.

Cost Breakdown:

Category	Type	Estimate
Cloud Infrastructure	Variable	?100-500/month
Development Salaries	Fixed	Primary expense
Marketing/Acquisition	Variable	20% of revenue
Support	Fixed	Scale with customers

Economies of Scale:

- ? SaaS model: marginal cost per user decreases with scale
- ? Supabase scales with usage (pay-per-use)

? Business Model Pattern Identification

Based on Osterwalder's patterns from *Business Model Generation*:

Pattern 1: Freemium ?

- ? Match: High (Mason offers free tier to attract users)
- ? Implementation:
- ? Free = limited companies/budgets
- ? Premium = full features

? Conversion target: 5-10% free ? paid

Pattern 2: Long Tail (Potential)

? Match: Medium

? Opportunity: Serve many small construction companies

? Implementation: Low-cost tiers for micro-businesses

? Blue Ocean Strategy Opportunities

Four Actions Framework:

Action	Mason Strategy
ELIMINATE	Complex ERP interfaces, IT dependencies
REDUCE	Time to analyze budgets (from hours to minutes)
RAISE	Visibility into company-specialty relationships
CREATE	AI-powered specialty suggestions for budget items

Value Innovation:

Mason can create new market space by being:

- ? Simpler than enterprise ERPs
- ? More specialized than generic project management
- ? More intelligent than spreadsheets

? Strategic Recommendations

1. Short-term (0-6 months)

- ? Launch freemium tier to build user base
- ? Focus on Portugal market (existing PT translations)
- ? Improve Excel analysis accuracy

2. Medium-term (6-18 months)

- ? Add mobile app for on-site access

? Integrate with accounting software

? Expand to Spain/Brazil (Portuguese markets)

3. Long-term (18+ months)

? Become construction industry platform

? Add marketplace for supplier bidding

? AI project estimation based on historical data

? Business Model Fit Assessment

Aspect	Score	Notes
Problem-Solution Fit	? High	Clear pain points addressed
Product-Market Fit	? Medium	Needs market validation
Business Model Fit	? High	SaaS + Freemium proven

Created using Strategy Agent's Business Model Canvas skill based on Alexander Osterwalder's methodology from "Business Model Generation"