Mason Manage - Business Model Canvas

Methodology: Alexander Osterwalder's Business Model Canvas from "Business Model Generation"
Created by: Strategy Agent
Project: Mason Manage - Construction Management SaaS

Business Model Canvas Overview

KEY PARTNERS KEY ACTIVITIES VALUE PROPOSITION CUSTOMER REL. CUSTOMER SEGMENTS

Cloud hosting Platform dev Centralized Self-service Construction
Supabase Data mgmt construction web app companies
Construction Excel analysis management Automated Contractors
suppliers User support Excel budget updates Project
analysis Dashboard managers

KEY RESOURCES CHANNELS

SaaS platform Web app
Database Direct sales
Dev team Referrals
Domain knowl.

COST STRUCTURE

Cloud hosting (Supabase, Vercel) Development team Marketing Support

REVENUE STREAMS

SaaS Subscription (monthly/annual) Freemium tier Premium features

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 (oramento) 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

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