

Product 1 - is322

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| <p>PROBLEM</p> <p>People can't find homes in their price range</p> <p>People aren't generally knowledgeable about buy foreclosed homes</p> <p>People who cannot afford new homes</p> <p>People don't know where to look for foreclosed homes</p> <p>EXISTING ALTERNATIVES</p> <p>People usually rent apartments/homes to afford payments.</p> | <p>SOLUTION</p> <p>foreclose homes are cheaper so more people can afford it</p> <p>Give information on how to purchase a foreclose home</p> <p>Listing of all foreclosure within a certain area</p> <p>KEY METRICS</p> <p>a lot of hits or app downloads</p> | <p>UNIQUE VALUE PROPOSITION</p> <p>Dream homes below market value</p> <p>Buying is an option for everyone</p> <p>HIGH-LEVEL CONCEPT</p> <p>Foreclose houses = nice, affordable houses</p> | <p>UNFAIR ADVANTAGE</p> <p>CHANNELS</p> <p>Web</p> <p>App Store</p> <p>Word of mouth</p> | <p>CUSTOMER SEGMENTS</p> <p>People looking to buy homes at a discounted price</p> <p>people looking to make a profit flipping foreclose houses</p> <p>EARLY ADOPTERS</p> <p>young couples</p> <p>Working middle-class families</p> |
| <p>COST STRUCTURE</p> <p>Hosting cost</p> <p>Monthly cost for web server and domain name for web app</p> | | <p>REVENUE STREAMS</p> <p>Advertisements</p> | | |

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