Lilac - WaneloUsersIndia

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
Finding good products	Crowdsourced selection of products	Find beautiful products chosen with care by the community	Great product collection	Young females, 15-30
Bookmarking good products	Save products to collections		Community	
Showcasing their sense of design	Share collections on Lilac and on social media sites like Facebook		Customer engagement	

KEY METRICS

Number of users visiting the home page

Number of users signing up

Number of users saving products

Number of users clicking on Buy Now

Number of users buying the product

EXISTING ALTERNATIVES

Browsing different sites and bookmarking in browser

Price aggregator websites like Junglee, MySmartPrice

HIGH-LEVEL CONCEPT

Pinterest for shopping

CHANNELS

Build an invite system in the product

Encourage new users to share products on social media

Facebook ads

EARLY ADOPTERS

Users who are using Wanelo or Roposo

COST STRUCTURE

70,000 for MVC web and mobile app

Hosting costs = 1200 per month = 7200 for 6 months

Other costs = 10000 for data entry

Approx. total Rs. 90,000

REVENUE STREAMS

Affiliate commissions from retailers

Average of Rs. 40 per sale

2250 product sales for breakeven