

# The Business Model Canvas

Designed for: SnaPrice Date: 2025-10-18 Version: 1.0

## Key Partners

- E-commerce & marketplaces (Jumia, Avito, brand sites)
- Local retailers & boutiques
- Affiliate networks & data/feeds providers
- Payments / escrow & cash partners
- Cloud / AI infrastructure (hosting, GPU)
- KYC / anti-fraud & analytics tools
- Creator partners & agencies

## Key Activities

- Visual search ML training & evaluation
- Data ingestion: feeds/scraping, dedupe, normalization
- Merchant onboarding & support
- SEO/ASO & creator campaign extension, alerts)
- Product development (apps, extensions, alerts)
- Analytics, attribution & reporting

## Value Propositions

- For shoppers: snap-to-shop best price across stores, local availability map, price-drop alerts, fast & private.
- For retailers: qualified leads, store visibility, analytics & price intelligence, foot traffic.
- For brands: compliant sponsored placements with high purchase intent.
- Differentiator: multi-site comparison beyond a single ecosystem.

## Customer Relationships

- Self-serve app + chat support
- Personalized recommendations & alerts
- Trust: verified merchants, clear disclosures
- Community/UGC challenges
- Retention: wishlist, price-drop notifications, referrals

## Customer Segments

- Mobile shoppers 18-35 (fashion, electronics)
- Deal-hunters & sneakerheads
- Local SMB retailers & e-commerce sellers
- Mid-size retailers (B2B price-intel)
- Creators/affiliates

## Key Resources

- Vision models & training data
- Aggregation pipeline & item catalog graph
- Merchant/affiliate integrations

- Mobile apps, backend, browser extension

• Brand & retailer relationships

• Team (ML, engineering, growth, BD, ops)

• Marketing (creators, paid, ASO/SEO)

• Payments/cashback costs & fraud prevention

• Legal/compliance & admin

• Customer support

## Cost Structure

- Cloud & inference, storage, production
- Data acquisition (feeds/APIs) & team
- Team (ML, engineering, growth, BD, ops, marketing)
- Marketing (creators, paid, ASO/SEO)
- Payments/cashback costs & fraud prevention
- Legal/compliance & admin
- Customer support

## Channels

- iOS/Android app stores
- Social creators (TikTok/IG/YouTube)
- SEO (brand/product price pages)

- Browser extension

Retail partnerships & in-store QR

Referrals

Push notifications/WhatsApp (CPS/CPA)

• Store subscriptions (listings) & pay-per-lead

• B2B price-intelligence SaaS

• Sponsored placements/ads (labeled)

• Optional cashback take-rate