

Product 1 - LittleLook

<p>PROBLEM</p> <p>Not knowing conditions until you are there</p> <p>Businesses trying to actively get customers nearby in the door</p> <p>EXISTING ALTERNATIVES</p> <p>ring a mate, try a webcam</p> <p>ring a mate, try a webcam</p> <p>Flyering, sandwich boards</p> <p>Flyering, sandwich boards</p>	<p>SOLUTION</p> <p>Community shares observations at locations</p> <p>Allow local businesses to connect with prospects in the vicinity</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Have a little look without having to drive up</p> <p>HIGH-LEVEL CONCEPT</p> <p>FourSquare or TripAdvisor for local communities</p>	<p>UNFAIR ADVANTAGE</p> <p>community focussed</p>	<p>CUSTOMER SEGMENTS</p> <p>local, active/sports, smartphone users, social</p> <p>EARLY ADOPTERS</p> <p>Younger generation, kids</p> <p>People assisting the disabled</p> <p>Families</p>
<p>COST STRUCTURE</p> <p>flyers, hosting, legal fees, moderation, incorporation, travel, sourcing 3rd party data, advertising, copy writing, accounting</p>	<p>KEY METRICS</p> <p>no of redeemed business offers</p> <p>no of observations made and shared</p> <p>viewers</p>		<p>CHANNELS</p> <p>Early on: flyers near local spots</p> <p>events: together with the organisers</p> <p>Facebook page</p>	
<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> - users: mobile app, paid premium version, maybe in-app purchases - businesses: become expert for local business to optimise active marketing - businesses: become expert for local business to optimise active marketing - aim for subscriptions - businesses: fee per extra customer brought in through the app 				