

# Lean Canvas Model

Product		Market		
<b>Problems</b> <ul style="list-style-type: none"><li>• <b>Collaboration hindered by disconnect</b> between research and product vetting stages</li><li>• <b>Failure to build trust</b> with existing social proof mechanisms</li><li>• <b>Challenge to balance values</b> of ethical consumption with budgetary constraints</li><li>• <b>Overwhelm with abundance</b> of product options</li><li>• <b>Poor first impression</b> with frustrating onboarding</li></ul> <b>Existing Alternatives</b> <ul style="list-style-type: none"><li>• Instant messaging</li><li>• Collaborative wishlists</li></ul>	<b>Solutions</b> <ul style="list-style-type: none"><li>• Seamless collaborative shopping experience</li><li>• Channel to trusted peer opinions</li><li>• Feature that aids in balancing ethical consumption with cost</li><li>• Personalized experience of content curation</li><li>• Mitigating onboarding usability issues to foster prolonged engagement</li></ul> <b>Key Metric</b> <ul style="list-style-type: none"><li>• No. of app downloads</li><li>• No. of carts created</li><li>• No. of carts shared</li><li>• No. of active users</li><li>• App store rating/reviews</li><li>• User satisfaction rating</li></ul>	<b>Unique Value Proposition</b> <ul style="list-style-type: none"><li>• Users can organize products into personalized carts and get realtime feedback from their inner circle in one place</li><li>• A seamless experience covering all phases of social commerce: discovery, exploration, collection, vetting, purchase, and loyalty</li></ul>	<b>Unfair Advantage</b> <ul style="list-style-type: none"><li>• Direct channel to inspiration, products, and trusted peer opinions</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Gen Z and Millennials consumers<ul style="list-style-type: none"><li>◦ Sub-segment Couples</li></ul></li></ul> <b>Early Adopters</b> <ul style="list-style-type: none"><li>• Instagram users</li></ul>
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• Variable: Hosting, Marketing/Advertisement</li><li>• Fixed: Employees, Domain, Co-working Space, App Development/Maintenance, Customer Support</li></ul>	<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• Ads</li><li>• Sponsored products/brands featured in feed</li><li>• Commission of sales (on purchases made through TeamCarts links)</li><li>• Paid features/In-app purchases (additional list slots, collaboration tools)</li><li>• Premium subscription option (unlimited sharing/feedback, advanced voting options, price tracking)</li></ul>			