

Lean Canvas Model

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