Pesty: Business Model Canvas

**Publish Date**: 3/13/2015 **Iteration**: 2.0

**Designed By:** Team Red Fox

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| PROBLEMHomeowners and renters with pest infestations want to identify the pests in their homes and learn about specific prevention techniques.Homeowners and renters with pest infestations want to purchase pest management products that are lethal or non-lethal according to their preferences.In the case that users do not want to handle the extermination themselves, they want to be able to find local exterminators for hire. Users want to select reliable exterminators based on a community of customer reviews.EXISTING ALTERNATIVES2Commercially-available pesticides (Raid, D-con, etc.); Word-of-mouth recommendations; Search engine queries; Similar mobile app solutions (Creepy Creatures, World Pest Control, etc.); Professional Exterminating Services (Terminix, etc.) | SOLUTION4* Online database that allows users to find the specific pest they are dealing with, and a comprehensive summary of the pest’s habits.
* Effective techniques for do-it-yourself exterminating.
* E-commerce channel, allowing users to purchase pest management products.
 | UV PROPOSITION3Existing marketplace solutions are either purely informational or linked only to hiring extermination services. Our solution let users find the best pest management solution for their specific situation, sparing them from unnecessarily paying for extermination services when they would rather “do-it-themselves”.HIGH LEVEL CONCEPTPesty = Angie’s List + Amazon + Google for exterminators | UNFAIR ADVANTAGE9(none) | CUSTOMER SEGMENTSHome/property-owners with pest infestationsProperty renters with pest infestationsEARLY ADOPTERS1* Home owners with a pest infestation in their primary residence
* Educated and information-hungry.
* Tech-savvy
* Parents (especially mothers) of small children
* High “ick-factor”; Prefers to let a professional exterminate the pests than to do it themselves
 |
| KEY METRICS8* Total app downloads
* Click-through rate to e-commerce channel
* Conversion rate (customer inquiries to revenue[local exterminators])
 | CHANNELS5The solution will be delivered through a hybrid web mobile app. The app will be distributed via app stores for the three main mobile platforms (iTunes, Google Play, Windows Store). |
| COST STRUCTURE7Application developmentServers/hostingSales commissions to app stores | REVENUE STREAMS6* Fee-per-transaction (customer sends pest photo inquiry to exterminator)
* Subscription for premium service
* Exterminator “participation fee”
* Commission for in-home extermination services generated as a lead from Pesty
 |

Lean Canvas is adapted from The Business Model Canvas (BusinessModelGeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.