

Business Model

PROBLEM Saving money is difficult and stressful. Donating to charities can be intimidating if you do not have a lot of money. Making plans and events with friends can be hard when money is involved	SOLUTION Creating "change" can help users save money in a less stressful way. Improved awareness about charities and the ability to make small, but still helpful donations. Group piggy bank to save money and plan events	UNIQUE VALUE PROPOSITION Provide a secure, centralized platform for saving money with friends that motivates each other to fund your targets.	UNFAIR ADVANTAGE Group feel from the app that is fuels crowdfunding. Centralized way to keep track of targets and savings.	CUSTOMER SEGMENTS People looking to save money for an event Friends who go out often People who want to donate to charity, but do not have a lot of money to do so. Any group of people that are saving towards a common goal.
	EXISTING ALTERNATIVES Change jar Group "treasurer"		KEY METRICS Transaction volume Number of targets Completed targets Number of members Amount of money saved Number of downloads	
COST STRUCTURE Variable cost- transaction costs, wages Fixed cost- development/hosting, marketing and promotions			REVENUE STREAMS 5% fee when change pool reaches a specified amount (\$5, \$10, etc) Sponsorship - offering specials for different locations, offering deals related to goal.	

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SUCCESS METRICS			CURRENT METRICS			
PROBLEM-SOLUTION-FIT	PRODUCT-MARKET-FIT	SCALE	<div><div><div>ACQUISITION</div><div>100%</div></div><div><div>ACTIVATION</div></div><div><div>RETENTION</div></div><div><div>REVENUE</div></div><div><div>REFERRAL</div></div></div>			
<div></div>	<div></div>	<div></div>				
EXPERIMENTS						
STRATEGY PROPOSALS		ACTIVE EXPERIMENTS			COMPLETED EXPERIMENTS	
<div></div>		BUILD	MEASURE	LEARN		

Background

Goal

Condition

Implementation Plan

Analysis

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