My First Canvas

PROBLEM

Expensive paper and Ink for making sale receipts

BPA coating on thermal paper receipts, a harmful chemical

Storing and managing receipts

Returning a product with either no or unreadable receipt

Scanning and transferring receipts to expense tracking softwares

EXISTING ALTERNATIVES

Email receipts

Storing pictures of the receipts

Having an account with the store/brand

Storing physical receipts

Rewards app that let's you post a picture of the receipt

Creating Excel or spreadsheets for the receipts

Receipt Scanners

SOLUTION

Eliminating or reducing the use of water and trees in the making of receipts

Using electronic receipts would skip the step of coming in contact with the chemical

A cloud database that stores receipts for you

KEY METRICS

Minimum success criteria of $2.5MM/year

Pricing model of

$4,000.00/month

Expected customer lifetime of 5 years

Business model at

53

customers

UNIQUE VALUE PROPOSITION

A cloud database storing your receipts for you

A search engine for all your purchases

Save time on making a electronic copy for your receipt

HIGH-LEVEL CONCEPT

UNFAIR ADVANTAGE

Access to university resources

Community

High retention

CHANNELS

Social media

Website

App Store and Google Play

CUSTOMER SEGMENTS

#Apparel/fashion retail stores in St. John's

#People in the age group of 20-30 living in the greater St. John's area purchasing apparels from fashion stores

EARLY ADOPTERS

Medium size merchandise stores in St. John's

Young adults making merchandise purchases in the greater St. John's area

COST STRUCTURE

Cloud database (AWS or Google Cloud)

App maintenance

Marketing

Website

Hardware

Employees

Supply chain

REVENUE STREAMS

$0.5 every transaction from the company