

# Lean Business Model Canvas

Model Name:

<p><b>Problem</b> Top 3 problems</p>	<p><b>Solution</b> Top 3 features</p>	<p><b>Unique Value Proposition</b> Single, clear, compelling message that states why are you are different and worth buying</p>	<p><b>Unfair Advantage</b> Can't be easily copied or bought</p>	<p><b>Customer Segments</b> Target customers</p>
<p><b>Key Metrics</b> Key activities you measure</p>	<p><b>Channels</b> Paths to customers</p>			
<p><b>Cost Structure</b> Customer acquisition costs Distribution costs Hosting People, etc</p>		<p><b>Revenue Streams</b> Revenue model Lifetime value Revenue Gross margin</p>		

# The Business Model Canvas

Designed for:

Keylime Help Desk

On: 2/18/2012

Iteration # 1

## Problem top 3 problems

Support cases get lost or forgotten about.

Support cases are hard to share and delegate.

Help desk software is complicated and slow.

*Are these really top customer problems? Doubt it. Need to test big time.*

## Solution top 3 features

All cases saved in one place, with current status and history.

Add/remove agents to case via web interface

Eliminate extra fields. Keyboard shortcuts. Optimize speed.

## Key metrics

key activities you measure

Tickets created per day

Tickets updated per day

## Unique value proposition

single, clean, compelling message that states why you are different and worth buying

Web-based Help Desk software. Help your customers in record time.

Help desk software that's easier than email. Happy agents make happy customers.

*These UVPs are bad. Need to get a better handle on what really matters to customers.*

## Unfair advantage

can't be easily copied or bought

Become an authority on support niche. Blog?

## Channels

path to customers

SEO (competitive) + Sales Website

Create Customer Service Blog for THIS vertical

Add-on for existing product?

## Customer Segments

target customers

Small Businesses (REALLY Need a vertical!)

Alternatives:

- Shared inbox
- Autotask, Zendesk, Assistly, Support Bee, Help Scout, etc etc etc
- Open source ticketing systems

Primary User: Help Desk Agent

Secondary User: Customer's customer

Early Adopters: Some vertical that has specific needs not addressed by most help desk software

## Cost Structure

Hosting + Billing Gateway Costs: \$304/month

People Costs: \$0 Usability Testing: \$800 (\$40 x 20 people)

Break Even: 45 Customers

## Revenue Streams

30-day Free Trial @ \$24.95/month per company