Breakout: Build an interview plan for GarageVana

Team Name GarageVana

Business Thesis:
GarageVana helps upper middle class suburban homeowners overcome the pain and frustration of a messy, disorganized garage by giving them a tool to plan and complete their organization project so that they can find what they need when they need it and put it back in the right place when they are done.

Mark Leader
Expert in AI, Image R3ecognition and Machine Learning

Joe Engineer
10 yrs backend dev exp

Jane Developer
5 yrs UX dev experience

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Key Partners

Garage storage manufacturers

Storage system installers

Key Activities

Build backend video recognition/AI algorithm
Build user friendly app
Identify storage suppliers and installers

Key Resources

Image recognition/AI engineering
Backend developer
UX designer
App developer

Value Propositions

Assess of all the stuff in the garage and create a plan to organize and arrange it efficiently

Provide a plan for what and how many storage systems are needed.

Prove tool to keep garage organized.

Customer Relationships

Facebook presence

Home org bloggers

Channels

Sell through app stores

Sell through storage system installers

Customer Segments

Upper middle class suburban homeowners in high-cost urban areas where real estate is very expensive.

Cost Structure

AWS server costs
Developer/designer costs
Promotional costs for regional home shows
Facebook/Google placement/ad costs
App store fees

Revenue Streams

Paid app for tablet or phone.
Sell storage systems recommended in app.
Referral fee from installers who install storage.

Who Has The Problem?

For: the upper middle-class homeowner

[target customer]

Who has: a disorganized, cluttered garage

[significant problem/need]

My solution provides: a fast, effective tool to quickly plan and complete a garage organization project.

[key benefit]

Unlike: hiring a garage organization consultant which is expensive and time consuming.

[how customer solves today]

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