

Codenutz Comics - Comic Collectors

<p>PROBLEM</p> <p>I need easy access to the collection info when I'm on the move (i.e. at a comic shop/convention)</p> <p>Need to keep track of what comics I have and where they are</p> <p>EXISTING ALTERNATIVES</p> <p>Not cataloguing</p> <p>Homegrown (Excel, notepad)</p> <p>ComicsPriceGuide.com</p> <p>Collectorz</p>	<p>SOLUTION</p> <p>Sync with cloud based service</p> <p>Simple app(s) to catalogue collection</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Simple way to keep track of your comic collection, available on the move, across all devices, and safely backed up</p> <p>HIGH-LEVEL CONCEPT</p> <p>Gmail for comic collectors</p>	<p>UNFAIR ADVANTAGE</p>	<p>CUSTOMER SEGMENTS</p> <p>Comic collectors</p> <p>EARLY ADOPTERS</p> <p>Readers of codenutz</p> <p>Comic bloggers</p>
<p>COST STRUCTURE</p> <p>Hosting costs (Azure)</p>	<p>KEY METRICS</p> <p>Rev - Pay for cloud service</p> <p>Ref - Social media shares</p> <p>Ref - Refer a friend</p> <p>Ret - Sign up for account</p> <p>Act - Create first comic collection</p> <p>Acq - Download app</p>		<p>CHANNELS</p> <p>Search Results</p> <p>App Stores</p> <p>(New comic blog)</p> <p>Other bloggers</p> <p>Codenutz bog</p>	
<p>REVENUE STREAMS</p> <p>Subscription for cloud based benefits</p>				