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*Single, clear, compelling message that turns a new visitor into an interested prospect. What differentiates your App from other Apps on the market? How will your App look, feel and sound different? What would someone say to themselves when they experience it?*

PROBLEM

*Most businesses fail because they are not solving a real problem! State concisely the key problem you solve.*

SOLUTION

*How do you address the problems of your users? What are the BENEFITS of your App to the users?*

KEY DISTRIBUTION CHANNELS

*How will you communicate with the users through their entire App journey? Where and how do they hear about it, read about it, download it, and get support?*

KEY CUSTOMER SEGMENTS

*List the demographics (Age, gender, marital status, profession, location...), interests (hiking, gaming, fashion, social events...) and characteristics (time poor, ambitious…)*

WHAT IS THE RETURN ON INVESTMENT?

*If you make money directly from the App, it may simply be the number of sales and $ amount. If free App, translate the results to dollars. Run ‘what if’ scenarios. What is the return if you can reach 5% of market? What if marketing conversion increases by 10%? What if customer retention increases by 20%?*

WHAT KPI’S TO MEASURE?

*List the key metrics that will tell you how your App is travelling toward your goals. Number of installs, frequency of usage, average session time, inquiries via the App, number of social media referrals, % increase in marketing conversions, new clients from the App as lead source, etc.?*

HOW DO YOU ‘LIVE BIGGER’?

*Paid App, freemium App, in-App purchases, monthly/annual subscription?*

*If it is a free App, how will your business make a return? More sales, higher marketing conversions, reduced labor costs, improved customer retention?*

EXISTING ALTERNATIVES

*List how these problems are solved or handled today by the users*

UNFAIR ADVANTAGE

*Something that can’t be easily copied or replaced about your solution*

 

 

 

 

 

 

WHAT ARE YOUR INVESTMENTS?

*Include total cost of ownership for a target time period. Have you considered the cost of design, development, hosting, distribution, maintenance, 3rd party software, customer support?*