Team : *Mahtava (Team 7)*

Sprint: *#1 & #2*

COO report

AALTO VENTURES PROGRAM

Our customer

Our customers are … residents of suburban areas doing large groceries regularly

The most promising customer case is … elderly living in suburbs going shopping for groceries

What problem are we solving

People who live in suburbs that don’t have a car and do frequent groceries have the problem of having to carry large amount of heavy things, often in bad weather conditions. This causes discomfort and wastes time.

Project status

Through our research we have identified the above stated problems while disproving our initial expectation. Certain customer segments have already been confirmed and additional similar ones are to be validated with our planned experiments. Those will also investigate the problem-solution fit of our idea.

Number of user, customer or other stakeholders meetings	Experiments/prototypes done	Key insights from external interactions and conclusions/decisions done
Dosky: 6 + 5 Jiyo : 5 + 8 Ling : 5 + 5 Mario: 5 + 5 Naba : 5 + 5 Vojta : 5 + 5 Total : 64 interviews (+ 10 observations)	• The first experiment has been planned and will be conducted in the next sprint	• Insight: People are generally satisfied with length of the walk, but often mention weather • Conclusion: Walking is not an issue on its own, but when combined with heavy loads or bad weather • Decision: Focus on use cases involving heavy loads
What will your team do next?	**Problems, what you need help with in the next sprint**	**Team status, team learnings (on work processes) and person of the sprint**
• Conduct experiments and interviews to discover more customer segments, validate their needs and verify our problem-solution fit • Start working on our possible business model, estimate the costs and pricing, do VPC	• Having the information about deliverables earlier in advance would allow us to plan our sprint more efficiently • Clearer pitch criteria	• Team is making steady progress and defined a clear problem for an existing customer segment • We did additional research of the problem, alternative solutions & technology and performed a SWOT analysis of our idea • Person of the sprint: Mario

PROBLEM

List your top 1-3 problems.

- Waiting at a bus stop wastes time.
- Walking a long distance while carrying heavy items is tiring
- Walking a long distance causes discomfort in bad weather

EXISTING ALTERNATIVES

List how these problems are solved today.

- Walking, Using car, Hail taxi

SOLUTION

Outline a possible solution for each problem.

- On-demand any time/place
- Comfortable local autonomous electric shuttles
- Works in all weathers

KEY METRICS

List the key numbers that tell you how your business is doing.

- TBD

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.

- Make door to door local trips fast, comfortable and with an affordable price

HIGH-LEVEL CONCEPT

List your X for Y analogy e.g. YouTube = Flickr for videos.

- On-demand autonomous local shuttle service

UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.

- TBD

CHANNELS

List your path to customers (inbound or outbound).

- Grocery shop's exits
- Bus stops in suburbs

CUSTOMER SEGMENTS

List your target customers and users.

- Doing weekly groceries without car
- Seniors and other individuals with limited mobility going shopping for groceries

EARLY ADOPTERS

List the characteristics of your ideal customers.

- People living in suburbs who don't own a car and do groceries regularly

COST STRUCTURE

List your fixed and variable costs.

- Vehicles lease
- Software Development (app, fleet management, remote operation)
- Salaries: Operators, Sales/Marketing

REVENUE STREAMS

List your sources of revenue.

- Monthly/yearly subscriptions

Confirmed | Estimated

Lean Canvas