

Lean Canvas, appendix

Source: Frederick, H., Connor, A. O., & Kuratko, D. F. (2019). Entrepreneurship: evolution and revolution Entrepreneurship: Theory, process, practice (5th ed.). South Melbourne, Victoria, Australia: Cengage Learning.

<p>Problem</p> <p>-Home brewing and distilling is very time consuming and requires a lot of user interaction and close supervision.</p> <p>-Lack of skill – there is a large process that must be followed in order to brew beer or distil spirits. Missing steps can be catastrophic and easily ruin a batch.</p> <p>-High cost of upgrading equipment to an automated system. Have to buy a brand new setup if you want automation.</p> <p>-Temperature control is difficult, and the initial setup can be difficult especially for beginners</p> <p>-Sanitizing equipment is time consuming and boring but is a key feature of brewing to stop bacteria effecting the brew.</p> <p>-Lifting and moving heavy and hot components such as grain baskets and hot kettles produces a real risk of burns or strain and can cause a large mess.</p> <p>Existing Alternatives</p> <p>- Grainfather - Robobrew</p> <p>- Picobrew - BeerDroid</p> <p>- Brewie+</p> <p>These are all in one systems with limited automation and are expensive.</p> <p>Refer table 2.1 for competitor comparison table.</p>	<p>Solution</p> <p>-An automated control system that can be retrofitted to any home brewing set-up, minimising the requirement for user interaction as much as possible whilst saving time.</p> <p>-An app which helps you brew from the very start to the end of a brew. Brewing made simple even for the first-time brewer. Simply input a recipe on the app and let the system do all the work for you. Live data fed and controlled straight from your phone with notifications informing you of each completed stage.</p> <p>-The product can be adapted to any current home brew systems meaning you don’t have to throw out your existing kits therefore it’s a much cheaper alternative.</p> <p>-Quality sensors and innovative coding ensure the correct temperature is maintained at each stage of the brew.</p> <p>-Cleaning cycle incorporated into the design.</p> <p>-Smart design of separate grain basket and valve system means the lifting of equipment during the brew is not required. Safe and mess free operation.</p> <p>Key metrics</p> <p>-Number of sales on webpage</p> <p>-Number of App downloads and rating</p> <p>-Number of subscribed users on community page</p> <p>-Email list from promoting the product at events</p> <p>-Number of views and clicks from Facebook ads</p> <p>Success Metric –</p>	<p>Value Proposition</p> <p>-Add automation, functionality and enhance the process of home brewing to get the most out of your existing equipment.</p> <p>-Homebrewing made easy, efficient, safe, and fun for everyone no matter the experience or skillset by the simple push of a button on your phone.</p> <p>-Brewing made easy at the touch of your fingertips.</p> <p>-Be connected to a community where you can share and rate your recipes.</p> <p>-The promise of brewing top quality brews with ease and consistency. Easily brew the same great tasting brew again with the touch of a button.</p> <p>-Get back to the more important things in life and keep the family happy while you brew alcohol at the same time.</p> <p>High-Level Concept</p> <p>-The Tesla of Home brewing</p>	<p>Unfair advantage</p> <p>-Product is locally engineered in New Zealand by likeminded brewing hobbyists with core values dedicated to bringing customer happiness and satisfaction through clever design.</p> <p>-Join a community of home brewing enthusiasts and stay connected with the latest recipes and events near by.</p> <p>-Our product is personalized for each individual meaning they only need to purchase what their home setup requires.</p> <p>-Brew and distill with the same system.</p> <p>Channels</p> <p>- Word of mouth (user references)</p> <p>- Friends and family</p> <p>- Brew clubs</p> <p>- Events, shows and sponsors (Hotrod show, food and beer festivals)</p> <p>- Facebook ads</p> <p>- App store</p> <p>- Social Media</p> <p>- Blogs and Forums</p> <p>- Email lists</p> <p>- Direct sales and shipping via e-commerce webpage</p> <p>- Sell to brewing shops throughout NZ to reach out to local brewing enthusiasts</p>	<p>Customer Segments</p> <p>-Whenuapai Brewing Club</p> <p>-Family and Friends</p> <p>-Home Brewing Hobbyists</p> <p>-Brew Shops</p> <p>-Craft Breweries</p> <p>-Nano Breweries</p> <p>-Beginner brewers</p> <p>-Social Drinkers</p> <p>-Local Bars</p> <p>-Sports Clubs</p> <p>Early Adopters</p> <p>Brewing Club:</p> <p>-Includes 50 personnel who currently own their own brewing equipment. Product can be easily retrofitted to their equipment.</p> <p>-Utilize them for feedback and reviews for R&D</p> <p>-Enthusiasts who will be willing to purchase our equipment</p> <p>-Strong desire for automation within their systems</p> <p>Brew Shops:</p> <p>-Advertise in their shops and websites</p> <p>Refer customer segmentation table 2.3</p> <p>Friends</p> <p>-Easily pitch the idea to them</p> <p>- Taste testing and product trials</p>
<p>Cost Structure</p> <p>-Product development</p> <p>-App design</p> <p>-Marketing Expenses</p> <p>-Salaries</p> <p>How will you afford your creative addiction. Scope and feasibility</p> <p>Outline fixed and variable costs</p> <p>Calculate break even point. Number of customers needed.</p> <p>People costs: 40 hours * \$30/hr = \$5k/mo</p> <p>Refer funding table</p> <p>Fixed or variable costs</p>			<p>Revenue Streams</p> <p>-Cost to build \$500, Sale Price \$1000, 50% profit.</p> <p>-Mark up on equipment such as kettles, pumps, immersion chillers, stills.</p> <p>-Subscribe to community page. 30-day trial, then \$4.99 per month.</p> <p>-App – Full version without ads free for people who purchase product.</p> <p>Terms and conditions of loans and paying back etc.</p> <p>integrate paid subscriptions...</p> <p>Price determines your customer.</p> <p>Price relative to existing alternatives</p> <p>Create a table Keep it simple</p> <p>30-day free trial and \$49 a year etc</p> <p>Refer funding table appendix 5</p>	

Source of funding	The funding source is most likely, suitable, and relevant to my venture because	Amount of start-up capital I can reasonably raise from this source
Bootstrapping	<p>Reason 1: Creative Freedom - Allows my team and I to be able to experiment more with designing the product with no pressure from investors or others to get it right the first time. Gives more control over the business throughout the Pretotyping and Prototyping stages.</p> <p>Reason 2: Own 100% of the business and will have a sense of accomplishment</p>	\$30,000
Friends and Family	<p>Reason 1: Don't have to fill in forms or have a credit rating. When applying for a bank loan later on you can show that you have repaid back a loan to a friend or family member which can help to get the loan approved.</p> <p>Reason 2: Flexible repayment, interest rates low or zero.</p>	\$20,000
Bank Loan	<p>Reason 1: Will be able to get more funding at a favourable rate.</p> <p>Reason 2: Retain equity in the company rather than bringing in investors.</p>	\$50,000