

## ResearchCue - Business Research Portal

<b>PROBLEM</b>	<b>SOLUTION</b>	<b>UNIQUE VALUE PROPOSITION</b>	<b>UNFAIR ADVANTAGE</b>	<b>CUSTOMER SEGMENTS</b>
<p>1) There is no application right now that gets entire market intelligence at one page for searched area.</p> <p>2) Market intelligence information refers to 1) key players and their activities, 2) transactional activities like acquisitions, partnerships, licensing deals 3) Business insights mentioned in many news reports</p> <p>3) Due to lack of such research tool, aggregating this information is very manual and time-consuming process for our potential customers.</p>	<p>1) ResearchCue is a market intelligence tool that generates instant business landscape for any searched term. The query can be a technology domain (e.g. system-on-chip, wireless power), a product (e.g. wifi chip, wearable devices) or a service (e.g. car sharing, insurance analytics).</p> <p>2) A typical report on any topic contains 3 sections:</p> <p>1) Business overview - Latest news - Transactional activities (mergers, acquisitions, financing, collaborations, licensing activities) - Popularity of the searched area - Top companies - Top geographies<sup>2</sup>) Business insights related to - Market overview - Competition - Product branding - Market research - Opportunities/Challenges - Future/Roadmap - Strategy - Operations - Technology/Research<sup>3</sup>) Top company profiles ranked based on</p>	<p>1) Get instant business landscape for any search</p> <p>2) Get a list of players sorted by their relevance to your search</p> <p>3) Also see what they are doing recently</p> <p>4) Apply geography, industry and company size filters to get focused list</p> <p>5) Get all transactional activities in given area like acquisitions, financing, partnerships, licensing etc</p> <p>6) Get business insights on various topics like Market overview - Competition - Product branding - Market research - Opportunities/Challenges - Future/Roadmap - Strategy - Operations - Technology/Research</p>	<p>1) Over time we will be building a huge database of companies, website content, news and some other information (Financial and industry related) which will be difficult to duplicate.</p> <p>2) As I have worked on Business Research for many of Fortune 500 clients, I have fair idea on what factors appeal to corporate users and what they will be looking for in search results</p>	<p>This service is mainly targeted towards corporate users who will be using it for following purposes</p> <p>1) Sales (for finding potential clients)</p> <p>2) Marketing and Strategy (for finding competitors and potential acquisition targets)</p> <p>3) R&amp;D (for finding new product ideas)</p> <p>4) Procurement (for finding vendors)</p> <p>Apart from the corporate users, it will appeal to users in general, who will be interested in finding services such as cloud storage, photo sharing etc. for their use. ResearchCue can help them discover new services.</p> <p>As we expand, we can possibly get into Yellow pages business too; but currently it is not very clear to us on how we would do it technically without affecting the quality of</p>

<p><b>EXISTING ALTERNATIVES</b></p> <p>1) Customers normally use Google Searches, to get to know all players and their activities in a time consuming process and results are far from exhaustive</p> <p>2) Customers also depend upon databases like Crunchbase for Technology products/services but their coverage is very less</p> <p>Corporate users engage KPOs to aggregate information at a very expensive price</p>	<p>their involvement in the searched area. It contains</p> <ul style="list-style-type: none"> <li>- Abstracts from their own website</li> </ul>	<p><b>HIGH-LEVEL CONCEPT</b></p> <p>ResearchCue is Google Search Engine for Organizations</p>	<p><b>CHANNELS</b></p> <p>1) Content based marketing: Pick up technology domain entries from wikipedia dump, run searches on system and publish reports on twitter and other media e.g. Top companies in system-on-chip , redirecting to our page.</p> <p>2) Google AdWords for emerging technologies: Marketing strategy based on purchasing ad words for emerging technologies and redirecting to similar search on our portal.</p> <p>3) Personal demos to corporations: Costly in terms of ROI but good way to get some feedback too.</p>	<p>improving the quality of results.</p> <p><b>EARLY ADOPTERS</b></p> <p>As I would imagine, early adopters would be people working in KPOs who would use this to get key players.</p>
<p><b>COST STRUCTURE</b></p> <p>Infrastructure cost - Servers, Storage</p> <p>People cost - Technical and marketing</p> <p>We spend about \$140 per month on servers. To scale up operations we need to spend close to \$2000 per month to have exhaustive data coverage</p>		<p><b>REVENUE STREAMS</b></p> <p>1) Freemium model We will be showing only limited information to free users. Users can either unlock one particular section for small price or entire report. We aim to keep prices as low as \$5 to max of \$100. Export of information can be chargeable Alerts and newsletters can be chargeable.</p> <p>2) API access Other apps can use our information aggregation through APIs. We already have couple of leads wanting to use our API but we are</p>		

unsure of pricing as of now. We don't want to show sponsored content anywhere in report

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