Business Model Canvas

1. **PROBLEMS**
   - Fake Pictures, Fake Sellers and Fake Prices.
   - Outdated inventories and Prices online.
   - Difficulty in map reading for locating a property and no location-based search of property.
   - Difficulty for foreigners to invest in Pakistan’s property.
   - Hassle in selling and buying property.
   - People are not tech savvy to upload property pictures and list their property online.
   - Customer are less educated with legal documentation knowledge.

2. **SOLUTION**
   - Map view and digital mapping. (Exclusively designed by Lock A Plot)
   - Verification of pictures through Lock A Photographer and for non tech users.
   - Lock A Plot Magazine for non-Tech users.
   - Verified Members for document verification.
   - Chinese and other language website to target foreigners.

3. **EXISTING ALTERNATIVES**
   - Zameen.com
   - Google Maps
   - TPL Maps
   - Local Real Estate Agents
   - Asset Linker and Property Times
4. **KEY METRICS**
   - 500 Subscribers for magazine (1st year)
   - At least 1 deal in first year
   - 1 Map view project.
   - Covering 1 complete area of DHA and Clifton.

5. **UNIQUE VALUE PROPOSITION**
   - Providing all real estate solutions to all potential customers.

6. **HIGH-LEVEL CONCEPT**
   - Google for Real Estate.

7. **UNFAIR ADVANTAGE**
   - Map View
   - Bar Coded Magazine Images. (Hybrid Model)

8. **CHANNELS**
   - BTL for door to door marketing, B2C. (Real Estate Agents)
   - SEO / SEM
   - Distribution of magazine in real estate agencies.

9. **CUSTOMER SEGMENTATION**
   - Real Estate Agents
   - Age Bracket (16 and Above)
   - People who can read.
   - Computer and Cell Phone users.
   - Buyers, Sellers and Investors in property.
10. EARLY ADOPTERS
   - Real Estate Agents.
   - Delivery Riders.

11. COST STRUCTURES
   - Printing cost Magazine
   - Distribution cost Magazine
   - Designing cost Map
   - Development cost of Map, Website and App
   - Marketing Cost
   - Rent and Office expenses
   - Overhead costs

12. REVENUE STREAMS
   - Subscriptions (Magazine)
   - Promotional Adverts and Inventory Ads.
   - Authentication fees (Lock A Photographer)
   - Premium Membership
   - Real Estate Services
   - Map Development for projects
   - Pay Per Click