

#### 4 CUSTOMER SEGMENTS

Describe the customer segments and possible early adopters.

**CUSTOMER SEGMENTS:**  
Cost-conscious travelers. Young professionals traveling on a budget, open to exploring, and experience the urban world.

**EARLY ADOPTERS:**  
We will concentrate on business conference-goers. Our rationale: Hotels usually get fully booked when big conferences take place in medium-sized cities. As a result, many conference-goers end up staying far away from the conference. They waste precious time going back and forth.

### ASSUMPTIONS

Write here all assumptions and questions that arise during the idea discussion process. You and your team will have to find answers and validate those assumptions following this session.

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# THE IDEA ARC

A Design tool for refining, maintaining, and sharing business ideas during the Lean Startup "build, measure, learn" feedback loop.

#### 1 NAME

Give a catchy and easy to remember name to the product or service.  
*AirBnB (Air Bed and Breakfast).*

#### 2 PRODUCT

Describe in few words what the product or service is all about.  
*An online marketplace platform where people can easily purchase or offer cost-effective apartments for rent.*

#### 3 PROBLEM

Which customer problems, pain points, or hurdles does this product or service addresses?  
*Staying far from the conference because the hotels are fully booked. Wasting precious time trying to find "tourist-free zones". Deal with mediocre touristy food.*

#### 5 CUSTOMER BENEFITS

Which customer values, needs, or jobs is this product or service satisfying?

*Connect in real life. Access to meet local people. Have meaningful conversations and experiences. Discover local, healthy, and original food. Find hidden secret gems. Find muse and motivation to create new work.*

### FACTS

Write here all the factual information you and your team know about this idea (e.g. Tech possibilities, articles, scientific publications, business data)

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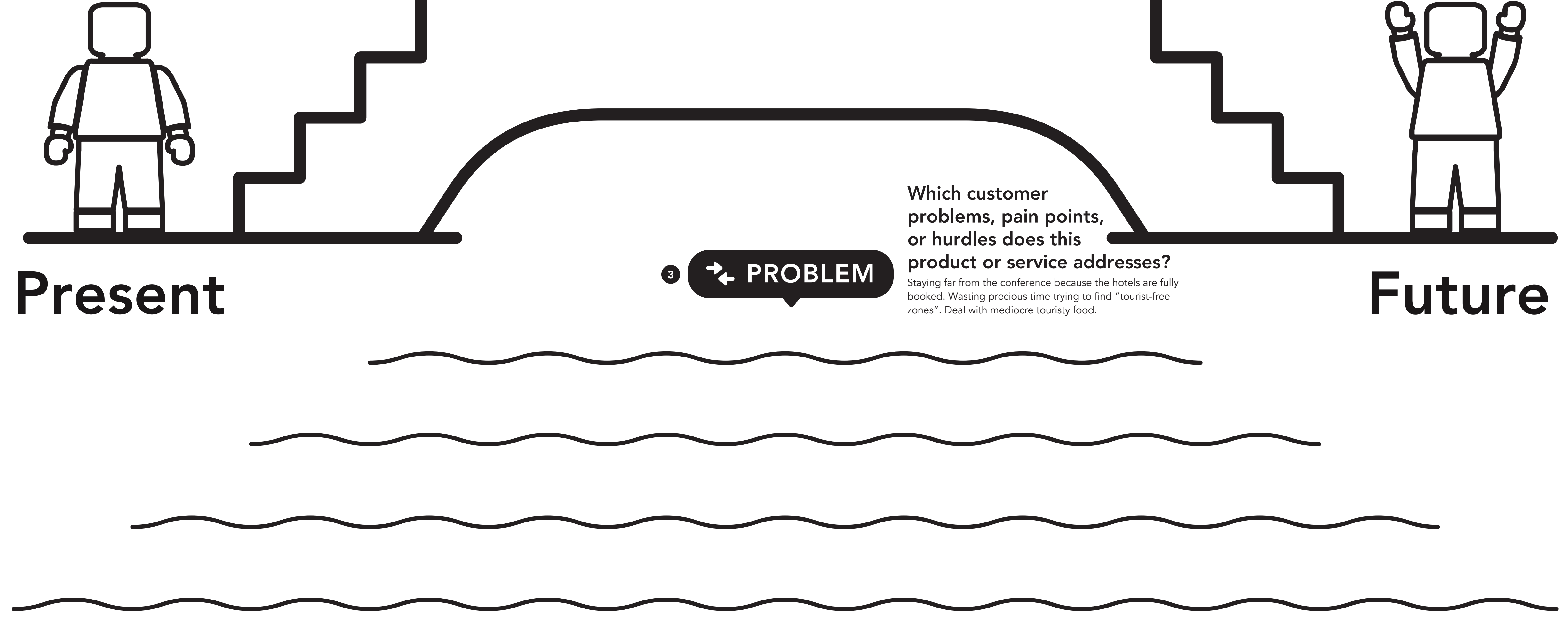
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Present

Future

#### 6 COMPETITORS

Which people, companies, or existing products will feel threatened by or compete against this solution?

*Hotel industry. Local laws. Neighbors. Condominium. www.CouchSurfing.com.*

#### 7 ADVANTAGE

Which aspects make this solution genuinely unique and differentiable from other competitors?

*We connect people in real life. We offer the experience of living and feeling like a local during the stay. We are a trusted (and insured) network of users and hosts.*

#### 8 REVENUE STREAMS

How to capture revenues with and around this solution?

*Charge a Broker fee of 10% to hosts upon for every booking done through the platform, and 3% to the travelers.*

#### 9 CHALLENGES

What are the challenges and complications for realizing this solution?

*We don't have any knowledge of online money transactions. People might trash the apartments. How do we proceed when conflicts between hosts and tourists occur? How are we going to scale up?*

#### 10 PROTOTYPE IT

Validate and measure the idea by building a prototype that customers can see, touch, or interact with. Move steadily from low-fidelity to high-fidelity prototypes.

**PROTOTYPE:**  
*Concierge MVP. Wizard of Oz MVP. Explainer-video. Landing page.*  
**MEASURE:**  
*Customer needs you are actually fulfilling or not. Clicks and likes. The number of people that join the mailing list. Amount of pre-orders you get (sell before you build). The feedback you receive via email or customer satisfaction surveys.*



THE IDEA ARC v2.15  
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DOWNLOAD:  
TheIdeaArc.com