

Project Slip - 20120310

<p>PROBLEM</p> <p>Detecting fraudulent/erroneous transactions within expense transactions is difficult.</p> <p>Matching expense receipts with transaction statements is slow and tedious.</p> <p>EXISTING ALTERNATIVES</p> <p>Marking-off each matched transaction on the paper statement using a pen.</p>	<p>SOLUTION</p> <p>Import transaction statement lines into a UI/app built for matching.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>Stop losing money to fraudulent/erroneous transactions.</p> <p>HIGH-LEVEL CONCEPT</p> <p>Find the waste your credit card company misses.</p>	<p>UNFAIR ADVANTAGE</p> <p>Invented ("own") receipt reconciliation software.</p>	<p>CUSTOMER SEGMENTS</p> <p>Independent bookkeepers</p> <p>EARLY ADOPTERS</p> <p>Active on LinkedIn.</p>
	<p>KEY METRICS</p> <p>Upload transaction statement.</p> <p>Reconcile majority of transactions.</p> <p>Upload second transaction statement.</p>		<p>CHANNELS</p> <p>LinkedIn bookkeeper groups, Twitter, word-of-mouth.</p>	
<p>COST STRUCTURE</p> <p>Hosting - \$10/month</p> <p>Software development - \$0</p> <p>Domains - \$40/yr</p>			<p>REVENUE STREAMS</p> <p>\$29/month with a 30-day free trial.</p>	