

<p>Problem Top 3 problems Business Model</p> <ul style="list-style-type: none"> Employee can't communicate feelings Employee satisfaction decreases this cause <ul style="list-style-type: none"> less productivity (short term) employee termination (mid – long term) (lose of knowledge) <p>Existing Alternatives</p> <ul style="list-style-type: none"> Kudo Cards n.a. 	<p>Solution Top 3 features</p> <ul style="list-style-type: none"> Gage happiness factor of teams and companies Easy mood reports React on (bad) moods of your team Empower Teams to work as a team Platform development and algorithm for happiness index 	<p>Unique Value Proposition Single, clear, compelling message that states why you are different and worth paying attention</p> <ul style="list-style-type: none"> Fast elimination of impediments Just in time (life) feedback Improved employee experience and motivation Positive company image Reduced opportunity costs Reduced acquisition cost Accompanying change process <p>High Level Concept</p>	<p>Unfair Advantage Can't be easily copied or bought</p> <ul style="list-style-type: none"> Calculation algorithm of happiness index Burnout alert Predictive team mood 	<p>Customer Segments Target customers</p> <ul style="list-style-type: none"> Team Manager Department leads Team members Project managers C - Level <p>Early Adopters</p> <ul style="list-style-type: none"> Development Teams Scrum Master / Agile Team Managers Agencies
<p>Cost Structure</p> <ul style="list-style-type: none"> Marketing and customer acquisition costs Distribution costs Hosting Dev costs for App and WebApp 		<p>Revenue Streams Revenue Model - Life Time Value – Revenue - Gross Margin</p> <ul style="list-style-type: none"> Software license (SaaS) – Freemium / Premium (Spot) Consulting Training offering (New Work & Dev) Publications 		

PRODUCT

MARKET

