

Bluering Business Canvas

Problem	Solution	Unique Value Proposition	Existing alternative	Target market
<p>Anyone can fall for a phishing scam, in which someone impersonates a trusted entity, such as a bank. In 2024, scam calls in Canada stole 645 million dollars from Canadian citizens; a 21% increase from 2022. Fraudulent calls and texts are an important problem to solve that will prevent our society from getting scam calls and help us learn how to deal with them. Artificial intelligence is even getting into the picture with voice mimicking, making it harder for the most vulnerable people to decipher their contacts.</p>	<p>The goal of our app is to help the end user identify scams from texts, emails, and phone calls. Our app will identify scam calls and advise the user whether to hang up or not. Our AI chatbot, Oyster, will allow the user to submit a screenshot of what the user thinks is a suspicious text or email. The Chatbot will tell the user if it is a scam or not and will instruct the user on what to do. OysterAI can also answer any questions the user has about scams. Our Daily Catch is here to educate people on scam calls and how to avoid them. Our app was made to be clear, efficient and easy to understand for everyone ages 9 to 99.</p>	<p>We are unique because the Phone Log will be there for you to add a phone number to a phone number log that all users will be able to access. Also, when you receive a suspicious call, you can open the app to the Call Checker page, and you press on all the buttons that relate to your call, and it will identify the call as a scam or not. Secondly, your phone might tell you if a phone call is a scam anyway. While you might be right, not all phones do this. We are unique because not only do we tell you if a call is a scam, but we specialize in fake bank calls, which is where you lose the most money. In addition, OysterAI makes us stand out from the crowd. Say your grandfather receives lots of scam emails, and he's always asking you what's a scam and what's not. OysterAI is an easy tool to use, where you can simply input your</p>	<p>On GuardAI: Good demo video Statistics and info on the front page of the website, free trial, notifies trusted people when you receive a scam call Senior-friendly design Robokiller: have robots answer spam calls, the user can add numbers to the spam phone number log, and the app analyzes voicemails for spam calls, free trial, have to sign in to see pricing. Mobile app Titan HQ: Phishing, security awareness training, Microsoft 365 protection, encrypts data, super expensive (4.15\$ to secure the email of one user, paid per month - \$4.35 to protect email and recovery of Microsoft data per user per month) Again, only for businesses, a cool website (sleek and modern) has phishing protection</p>	<ul style="list-style-type: none"> - Canadian citizens - Mostly adults and elderly people aged 31-99 years old.

<p>Feedback</p> <p>Ben Rodier takeaways (start-up knowledge): Name first logo second Chatbot trustworthy → someone else to go to What differentiates you Find a Market Total addressable market (TAM) Be prepared Zoom in and out of the picture</p>	<p>Key Metrics</p> <ul style="list-style-type: none"> - Number of app users - Number of times the chatbot is used - Number of times people have been caught by scam calls/texts - Number of times we have received feedbacks 	<p>scam and it'll tell you right away if it's a scam or not.</p>	<p>Outreach</p> <ul style="list-style-type: none"> - Partnership with companies that help/inspire us - Partnership with speakers we've had - Advertise our app to others (talk about it + social media) 	<p>Early Adopters</p> <ul style="list-style-type: none"> - Adults and seniors are most likely to use our app.
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<p>Cost structure</p>	<p>Revenue streams</p>
<ul style="list-style-type: none"> - Database that exists only in Canada (2000\$- 4000\$) - 100\$ app developer fee Apple - 100-150\$/ hour for an app developer - Base of 0.05\$/month to keep a small space in the server running - Tokens 2.50\$/1M - Lots of info taken from AWS 	<ul style="list-style-type: none"> - It will cost to use the app <ul style="list-style-type: none"> - Individual monthly plan (7.99\$) - Individual yearly plan (79.99\$) - 2 people plan (129.99\$) - You will have access to the phone log and the call checker for free, and then the OysterAI and the catch of the day will cost money. - Our prices are low enough so that the user doesn't have to think twice about paying for the security, and high enough to make a profit.