SuperApps Canvas

7 Competitors

- Who will compete for the attention of your End Users?
- Might not be Apps
- What services do they offer

5 Horizontal Services

- Add value to services, improve the value of everything, i.e. single sign on, analytics, loyalty.

6 Auxiliary Services

- Services that will leverage existing usage of the App
- Services that will be used irregularly
- What is the value for the end user or the app provider or both?
- Often contribute to Revenue Streams / Return on Investment

1 Supplier's Key or Unique Access

- What do we have access to that no one else will possess?
- What is exclusive to our organisation even prior to the app development, which end users will find desirable?

3 Habit Creating Services

- What services will be used regularly i.e. daily, weekly or monthly? Write down how often
- What percentage of the user base will use them?

4 Marketing

- How will people find out about the existence of your SuperApp?
- What commitments can be provided?

2 End User Persona

- What is the persona of the app's end user?
- What are their needs? What problems are these specific users facing that they come to the app for?

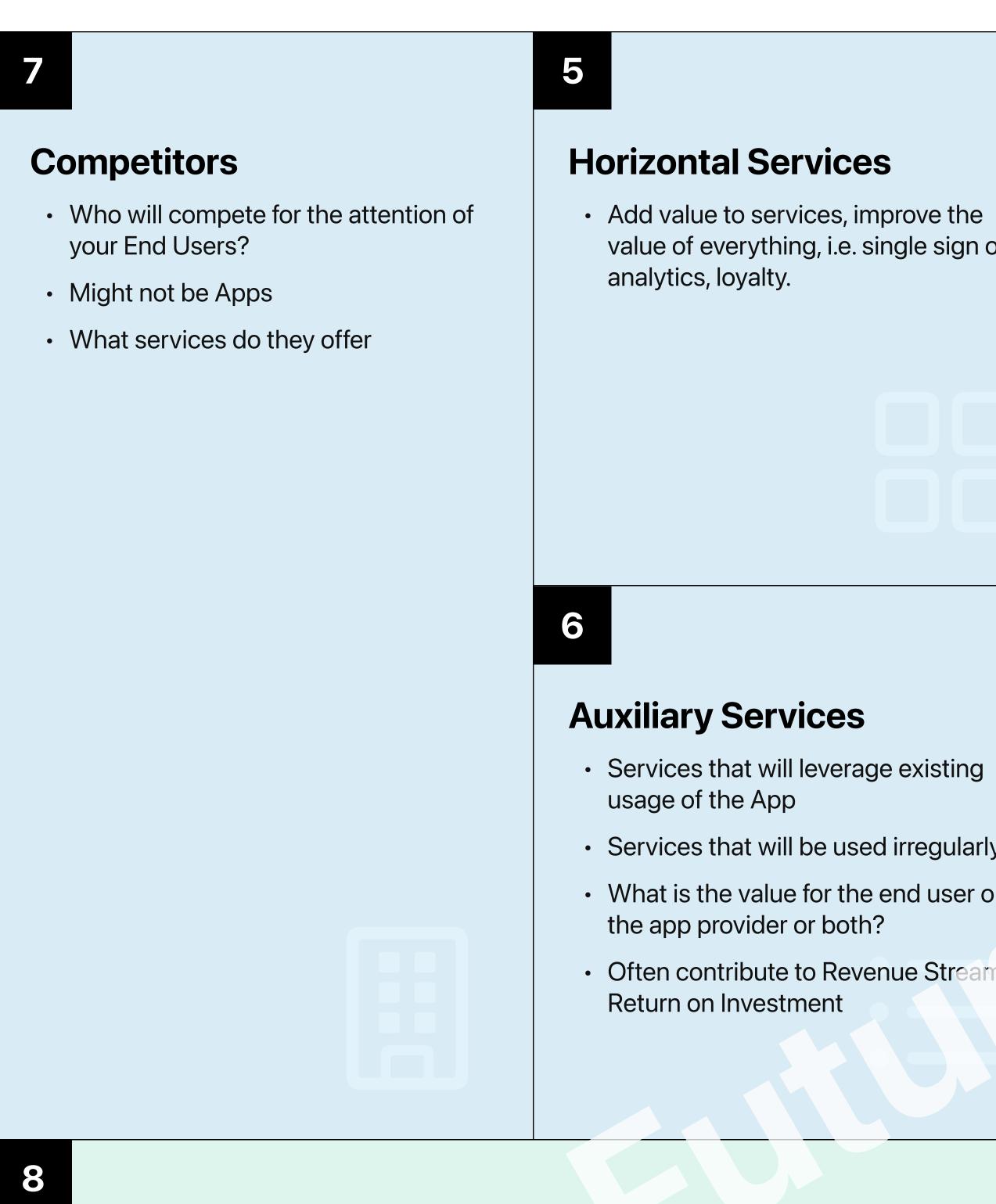**8 Budgeting & Development**

- Who will build the SuperApp?
- What are the plans for the future developments?
- How will development of your SuperApp be funded?
- What is the timeline or milestones for delivery?

9 Revenue Streams

- How will you create revenue streams for a return of investment?