

Team Thimble

A monthly subscription based service business that rents out used baby clothes up to two years of age. Babies grow fast and we want to provide the baby clothing essentials that you need.

Troy Brugger

Full lifecycle use case: Babysaurus

1. Oh shit, I'm pregnant



2. Makes list of all the baby essentials



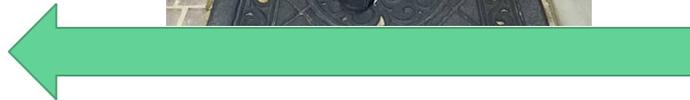
3. Research how much it is all going to cost. . .
. . . Research for the essentials ends quickly, we can't afford a baby!
Rethinks list of baby essentials matter of importance, must haves to we can cut cost



5. After several months of being an expecting mother and staying on the lookout for potential money saving avenues she finds something very interesting, Babysaurus.



4. Starts looking for deals and advice from other expecting mothers websites



How it works

- Subscribe and leave your used baby
- Clothing needs to Babysaurus

Bundle and Save

With Babysaurus we provide used baby clothing essentials, bundles of 30 items

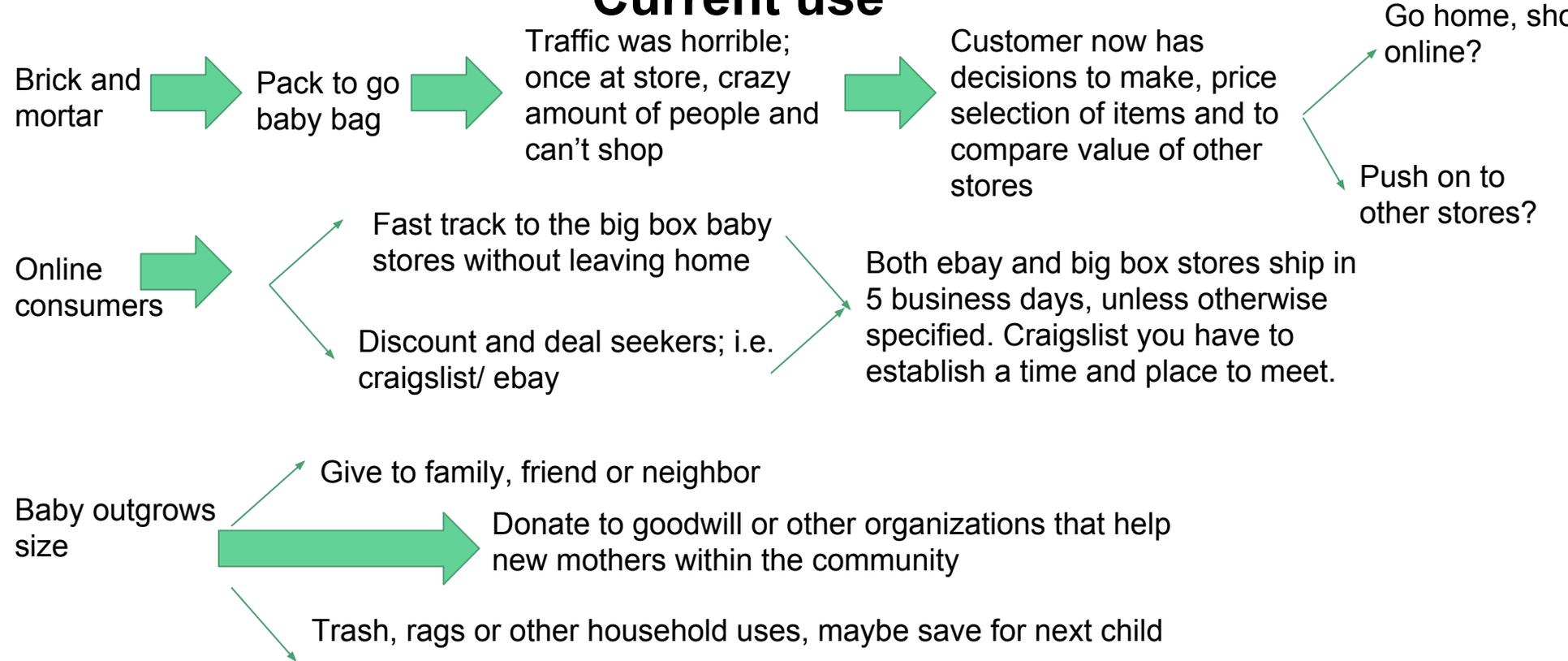
When your baby grows out of one size of baby clothing and into a new size, no worries Babysaurus will be their to support you with the next size; the next day

With the the ease of a click, Babysaurus is only interested in one thing and that's delivering. Delivering our customers the highest quality of used baby clothing essentials for everyday active mothers. With one click and 48 hour delivery to your door service; Babysaurus will be their to aid in the clothing of your rapidly growing baby.



Value Proposition

Current use



Value Proposition

Possible State

1. Go to
Babysaurus.com



2. Become a member and select
the current size of baby clothing
essentials needed



3. Your 30 item baby essential
package arrives at your home in
two business days



4. When your baby outgrows a
size, simply just revisit
Babysaurus.com and select the
next size



5. What to do with the outgrown clothing? Well you rented
them, so please return them. When your next size of clothing
arrives, take out new size and replace with outgrown size and
the delivery man will do the rest

The average American spends \$720 for the first year of baby clothes; with Babysaurus the annual spending is \$480. The Value Proposition presented by Babysaurus is not only money but time, with the ease of just a few clicks you can go back to the more important things in life.

Name	Beachhead	Use Case	High Level	Quantified Value	Y/N
Dasha Bradley	H	L	L	H	N
Angie Lyle	H	M	H	H	N
Melissa Scurry	M	M	L	M	N
Brandy Gonzales	M	H	L	H	N
Rachel Lessenden	M	M	H	H	N
Shana Borth	M	M	M	M	N
Ashley Neighbor	M	H	H	H	N
Tanisha English	M	M	M	H	N
Rachel Radzik	M	L	L	L	N
Olivia Payson	L	H	H	H	N

My Next Ten Customers

Name	Beachhead	Use Case	High Level	Quantified Value	Y/N
Anais Ferguson	H	H	H	H	Y
Raluca Teo	H	H	H	H	Y
Sabrina Quinn	M	M	M	M	Y
Jordan Radzik	M	H	L	H	Y
Shawnta Soto	M	H	H	H	Y
Sara Ewen	M	M	M	H	Y
Michelle Hildreth	M	H	H	H	Y
Jordan Council	L	H	M	M	Y
Ryan Barajas	L	H	H	H	Y



Define the Core

Customer Service

The reason Babysaurus is a relevant idea in the baby clothing market is because of babies and their unique ability to grow very quickly. I said it in the very introduction slide that Babysaurus is a service based company, that is our core!

Competition

Savings



Efficient delivery and functional goods

GO