

# **PONYPRESS**

Postage made easy

by Joe Volpe, Youmna Aoukar, Daniela Gill, and Ashley Muller

## **Problem Statement**

Sending a physical letter is a slow and difficult process. If the process were more convenient, people may prefer to mail a handwritten letter than send emails.

## **The Idea**

Pony press is a tool that will make the process of mailing letters easy and efficient. It's an all inclusive stationery kit that will come with all the basic materials you need to send a letter: a pen, a letterhead, and envelope and of course a post stamp.

With pony press, there's no waiting in line or running from one place to an other. All you have to worry about is writing the letter, and sending it to your loved one

# Business Model Canvas

## Customers Segments

Who are we creating value for?

Individuals who dislike going to the post office.

Individuals who like to go to specialty paper stores.

Individuals who like aesthetically personalized stationery.

Individuals who shop online.

Individuals who would like to send stationery but find it too time consuming or difficult to purchase the required materials.

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## Value Propositions

What value do we deliver to the customer?

Ease of use and automation of the postal shopping process. We would potentially offer a unique design if we customized each stationery kit.

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## Channels

How do we reach our Customer Segments?

E-commerce platform and physical good.

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## Customer Relationships

What type of relationships do our Customer Segments expect?

Automated service (through online purchases) High level of service through customization.

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## Revenue Streams

What value are our customers willing to pay for?

Usage Fee - Money generated from the use of a particular service i.e. (USPS)

Subscription Fees - Revenue generated by selling a continuous service. (SquareSpace)

Licensing - Revenue generated from charging for the use of a protected intellectual property.

Advertising - Revenue generated from charging fees for product advertising.

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## Key Resources

What Key Resources do our Value Propositions require

Stationary suppliers (letterhead paper, pens, envelopes, cardboard boxes)  
Stamps suppliers

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### Key Activities

What Key Activities do our Value Propositions require

7

The acquisition of the materials (the paper supplies), shipping, packaging of the product for delivery and web managers (for the e-commerce platform).

1

### Key Partners

Who are our Key Partners

8

Potentially we would need freelance designers (illustrations, packaging and graphic design) if we were to customize the stationary

1

### Cost Structure

What are the important costs inherent in our business model?

9

Through the sales different kits (from basic to luxury).  
Advertising on the website.

1

## **Market Research**

Interest Validation / Interviews with family and friends

# Market Research

Online Interest Validation / Facebook

Total Likes? **40** ↑11.11% Friends of Fans? **16,550** People Talking About This? **7** Weekly Total Reach? **549**

Posts? People Talking About This? Weekly Total Reach?



All Stories ▾

Talking About This?



Overview Likes Reach Talking About This

◀ 02/14/2013 - 03/13/2013 ▾

Export Data ⚙

## People Who Like Your Page (Demographics and Location)

See Likes

### Gender and Age?



### Countries?

- 36 United States of America
- 1 Spain
- 1 Thailand

### Cities?

- 11 New York, NY
- 6 Johnson City, TN
- 5 Brooklyn, NY
- 4 Kingsport, TN
- 3 San Francisco, CA
- 1 Oakland, CA
- 1 Vigo, Galicia, Spain

### Languages?

- 33 English (US)
- 3 English (UK)
- 1 Traditional Chinese (Taiwan)
- 1 Spanish



# Market Research

Online Purchasing Validation / [Ebay](#)

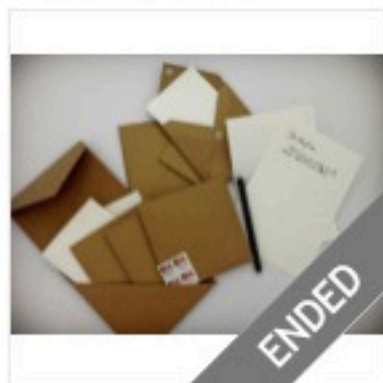


[← Back to home page](#) | Listed in category: [Collectibles](#) > [Paper](#) > [Stationery](#)

**This listing has ended.**

## PonyPress Kit

[See original listing](#)



Item condition: **New**

Ended: Mar 17, 2013 16:01:08 PDT

Price: **US \$12.00**

Shipping: **\$3.77** Standard Shipping

Item location: New York, New York, United States

Seller: [pony\\_press \(0\)](#) | [Seller's other items](#)

[Sell one like this](#)

# Market Research

## Website



### BASIC KIT

\$12.00

Basic Kit contains the following:

- 5 brown paper envelopes
- 6 white 5 3/4 X 8 3/4 paper
- 4 45cents stamps
- 1 black pen

Quantity:

1

ADD TO CART

PONYPRESS

postage made easy

MENU



### PONYPRESS KIT.

Sending a physical letter is a slow and difficult process. People would rather send emails because it's fast and efficient, however, as a gesture, a handwritten letter can be more meaningful.

Pony press is a tool that will make the process of mailing letters easy and efficient. It's an all inclusive stationary kit that will come with all the basic materials you need to send a letter: a pen, a letterhead, and envelope and of course a post stamp.

With pony press, there's no waiting in line or running from one place to an other. All you have to worry about is writing the letter, and sending it to your loved one

BUY NOW

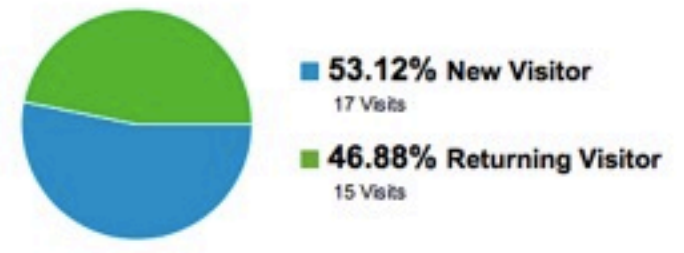


# Google analytics



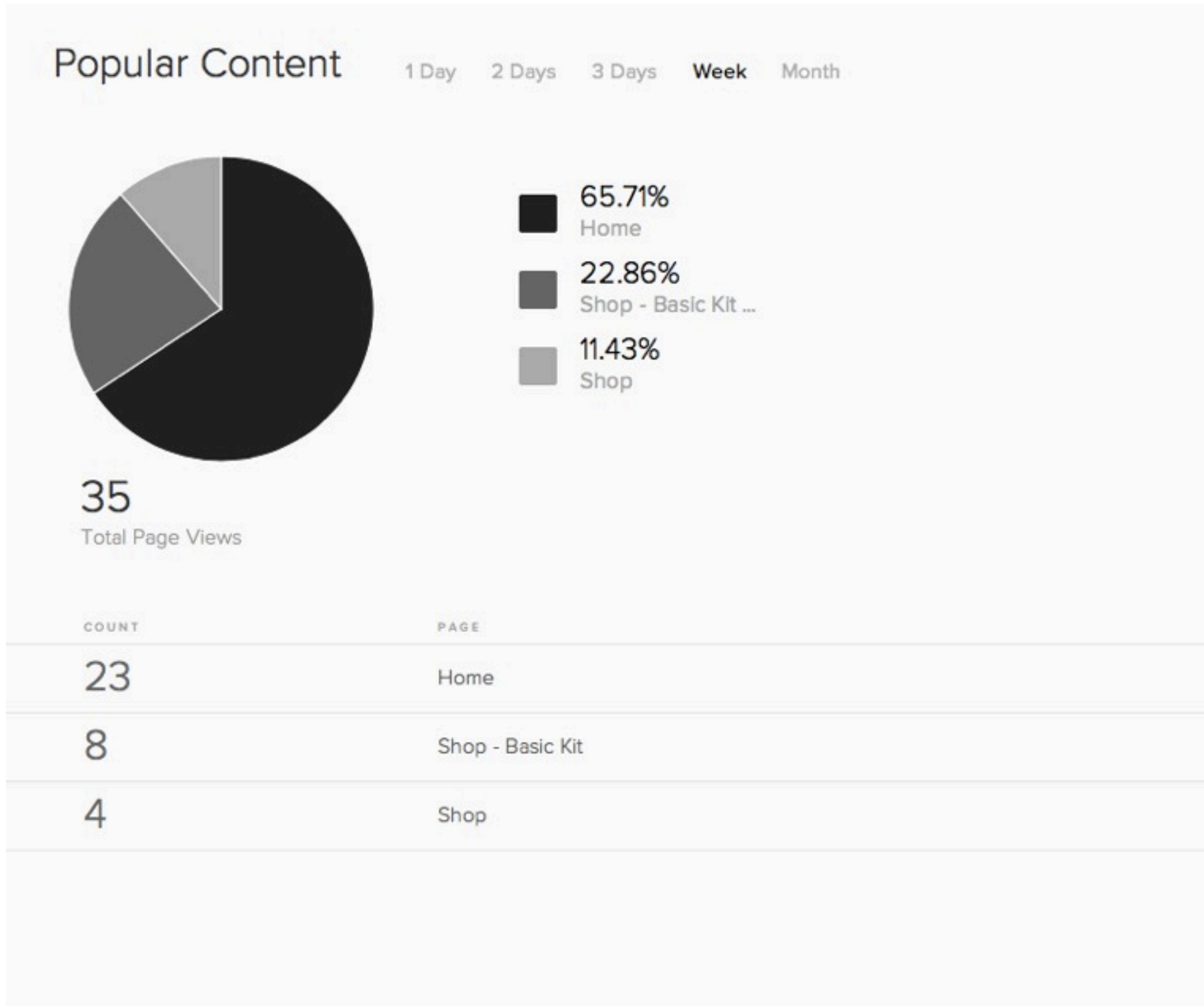
## 17 people visited this site

<p>Visits</p> <p>32</p>	<p>Unique Visitors</p> <p>17</p>
<p>Pageviews</p> <p>89</p>	<p>Pages / Visit</p> <p>2.78</p>
<p>Avg. Visit Duration</p> <p>00:07:50</p>	<p>Bounce Rate</p> <p>62.50%</p>
<p>% New Visits</p> <p>53.12%</p>	



<input type="checkbox"/>	1. road runner holdco llc	21	2.76	00:10:26	47.62%	71.43%
<input type="checkbox"/>	2. the new school	9	2.89	00:03:27	55.56%	44.44%
<input type="checkbox"/>	3. verizon online llc	2	2.50	00:00:16	100.00%	50.00%

## Squarespace analytics



## Market Research

In Person interviews at Post Office





## Market Research

In Person interviews at Paper Presentation



# Market Research Conclusions

## **Interest Validation:**

Family, friends and friends of friends. Validated that convenience and personalized is valued.

## **Online Interest Validation:**

### **Facebook**

Flawed. Indicated interest, got 36 likes, but it was a fishing research and market was too wide. we needed to narrow our customer segment

## **Website:**

Attained 16 uniques views, whereby the customer entered our site separately from the Facebook link. Total 30 visits. In progress.


## **Online Purchasing Validation Attempt:**

Ebay. Flawed because it was not narrow in research

## **In Person interviews at Post Office and Stationery Stores:**

Flawed at Post Office because it was the wrong customer segment  
Validated at Paper presentation. A lot of interest in the product

# Validation Board



## Validation Board

Project Name:

Team Leader Name:

Track Pivots	Start	1st Pivot	2nd Pivot	3rd Pivot	4th Pivot
Customer Hypothesis	Young urban dwellers would mail letters to family and friends if it were easier to buy stamps and stationery	People who care about sending letters to family and friends and may be frustrated about being at the Post Office.	People who go to stationery stores to get paper to send to family and friends.		
Problem Hypothesis	It's too time consuming to mail letters	It's too time consuming to mail letters	It's too time consuming to mail letters		
Solution Hypothesis	Provide an all inclusive kit that would contain the basics to mail a letter: pen, letterhead, envelop and stamps	Provide an all inclusive kit that would contain the basics to mail a letter: pen, letterhead, envelop and stamps	Provide an all inclusive kit that would contain the basics to mail a letter: pen, letterhead, envelop and stamps		

Design Experiments

Results →

Invalidated

Validated

**Core Assumptions**

Enjoy receiving letters

People would like blank stationery

People would buy this kit online

People would mail letters if it were easier

People who like arts and crafts would be interested in our kit

People find it inconvenient to buy stamps at the post office.


**Riskiest Assumption**

People would buy this kit online

interviews

email addresses signifying interest

**GET OUT OF THE BLDG**



People find it inconvenient to buy stamps at the post office.

People would buy stationery online

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People would mail letters if it were easier

People are interested in buying all inclusive kits

People who like arts and crafts would be interested in our kit

will use custom stationery

4

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www.ValidationBoard.com

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## Team Roles and Accomplishments



**Joe Volpe / CEO**

Logistics and shipping



**Daniela Gill / Design Director**

Material resources and research



**Youmna Aoukar / CTO**

Customer relations and E-commerce



**Ashley Muller / CFO**

Product Validation

## **Pivot Projections**

As convenience was not main concern among individuals interviewed, in the future we plan to pursue validation regarding the design and lifestyle uses of stationery.

**Questions?**