

RIGHT SIZE BUSINESS MODEL

KEY PARTNERS

Online real estate and reselling platforms such as Zillow, Trulio, eBay and Everything But The House

Online banking and credit unions as well as savings apps

Online listing agencies like Angie's list and Craigslist as well as Yelp or Google Reviews

Websites and influencer that focus on wellness and self help and minimalism

KEY ACTIVITIES

Provide accurate calculators, surveys and quizzes to create a picture of the user's needs

Providing a reference and evolving path for users to follow and revisit.

Provide resources for users to consult with in real estate, coaching, finances and investments.

Provide community support and news that are relevant to the user's journey to the "right size"

COST STRUCTURE

Right size is value driven. The quality of information and the relevance will ultimately be the biggest selling points.

With the variety of services provided, Rightsize offers an "economy of scope" and brings together many services that are still being done in person.

Right size can offer free user services such as calculators and planners and paid like connecting to staff or financial consultations.

CUSTOMERS

Rightsize is looking to serve the retail banking industry and advertising by catering to two segments of customers: first time users as well as experienced researchers.

Rightsize will make money by selling advertising to subsidize education and information reference hosting.

KEY RESOURCES

Physical: Facilities, offices, servers, media equipment and electronics

Intellectual: Customer databases of fiscal institutions, real estate sites, custom programs to enable API sections of the website.

Human: Leadership, programmers, sales, marketing, creative teams.

Financial: Resources to start up and a line of credit

VALUE PROPOSITION

Rightsize brings knowledge to downsizing for people facing lifestyle changes, not just retirement.

Collecting relevant but service based information in one place and making it a community.

Connecting businesses and niche consultants to their market through advertising.

Tracking data for companies to combat unhealthy fiscal lifestyles and promote longevity

REVENUE STREAMS

Asset sale: custom plans, books, and information through Rightsize

Usage fee for premium services like access to financial planners, courses and custom retirement savings plans.

Advertising and data collection for advertisers as well as native content integration

Brokerage fees

CHANNELS

Working within financial institutions and advertising within relevant sites and media via.

Access to many free site features as well as specific plans or goods.

Educational courses or articles.

Providing follow up information and newsletters.