DocDuck

Description

Designed for startups, loved by engineers! DocDuck is your hassle-free solution for maintenance management. Streamline tasks, track repairs and so much more with our intuitive software.

Summary

DocDuck is a comprehensive maintenance mangement software designed specifically with engineering startups at its heart. Our user-friendly interface streamlines the process of creating maintenance tasks and tracking the repair progress which all results in an increased device efficiency. With DocDuck, startups can get their time back and focus on innovating whilst we cater to their maintenance needs.

Team

Get to know the wonderful team behind DocDuck!

Founder/CEO

James Stevenson

James is a 3rd year MEng Electronic Engineering student at the University of York. He is a visionary who draws on experience and insight from the experts he surrounds himself with while working in the field, leading DocDuck to push boundaries and conquer challenges. His sight is set on ensuring that DocDuck provides a high-quality product that helps start-up companies efficiently manage their machines with minimum cost and be able to put more resources into developing their company.

Marketing Manager

Noah Carter

Design and Specification Manager

Jabez Cheung

Software Lead / Manager

William Betteridge

Team

LW	**HM**	**RW**	**JB**

GUI Developer / Graphic Designer

Luke Warbey

Finance Manager

Hari Mamman

Documentation Manager

Rob Walker

Communications Manager

Josh Bradley

Team

ZM

Testing Manager

Zhihao Ma

Business Model Canvas

The Business Model Canvas is comprised of nine categories. Each category addresses a different aspect of the application's marketing strategy. This overview here provides a brief summary, with a more detailed version of each category shown below.

Business Model Canvas

Key Partners

- Startup Accelerators: These programs tailored towards startups can provide and advertise our software as a solution to engineering startups.
- Cloud Hosting Providers / Servers
- Industry Influencers/Agencies for Digital Marketing

Key Activity

Step 1 Design the app to the specifications of the customer

Step 2 Develop the app (software)

Step 3 Confirm with the customer for each iteration. Go back to step 2 until all of the features specified are included.

Step 4 Market research to make sure our product suits a wide range of customers

Step 5 Free trial period

Step 6 Sell product

Value Proposition

DocDuck stands out in the market with its focus to provide a comprehensive maintenance management solution with a user friendly interface to engineering startups whilst also being affordable.

Get Keep Grow

Get
- Free trial
- Social media advert

Keep
- Multi-Channel Customer Service
- Loyalty Scheme

Grow
- Brand Reputation

Referrals
- Discount Codes

Customer Segment

Segment name:
Engineering Startups

Age range:
5 - 100

Type of Segment:
Business to Business (B2B)

Key Resources

- Software Coding Team
- Marketing Team
- Software Manager
- Finance Manager
- Workspace for our team incl. meeting spac

Channel

- Online Advertising
- Email Marketing
- Social Media Marketing
- Conferences and Exhibitions

Cost

Annual Fixed Costs
0

Annual Variable Costs
0

Sustainability

Sustainability Development Goals : Partnerships for the Goals

Revenue

Annual Unit Sold
0

Annual Revenue
0

Testing

This section discusses the methods used to test DocDuck in the market.

Status: Valid

Survey

BMC Block

VP

Assumption

Our potential customers would value function over the UI of an application

Test Plan

Survey questing collecting preference of potential users

Test Results

Status: Invalid

Survey

BMC Block

VP CR

Assumption

Our potential customers are currently not using machine management software but would consider using one as they face challenges with the efficiency of repairing and logging

Test Plan

Survey questions asking what challenges are they facing managing machines, and whether they using/considering/no interest to machine managing software

Test Results

Although the majority of participants face challenges with the efficiency of repairing and logging, most of them are not using and have not considered using machine managing software. This might be due to the high starting price of other services available in the market, which does not fall within their budget.

Testing

Status: Valid

Survey

BMC Block

CS

Assumption

Our potential customers usually have a smaller number of machines (under 100).

Test Plan

Survey question collecting data about the scale of the company

Test Results

Status: Valid

Survey

BMC Block

CS   VP   CR

Assumption

Our potential customers are willing to try services from a startup company (DocDuck) if the price and quality of service are competitive.

Test Plan

The survey aims to gather potential users' insights and opinions about our application. Participants will answer a series of questions about their requirements and preferences of using maintenance software. There is a total of 13 questions which will take approximately 2 minutes to answer.
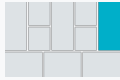
Test Results

Desirability

This section details how DocDuck fits into the market, as well as researching how it solves a problem for a specific share of the market.

Customer Segment

The customer segment identifies our application's target market - startups specifically in engineering. DocDuck aims to support their unique requirements.

Customer Segment

Engineering Startups

Company size

5 - 100

Type of Segment

Business to Business (B2B)

Description

Engineering startups are newly established businesses in the engineering sector, founded by those with innovative ideas and a desire to develop new products or technologies. They have a limited amount of money as a startup, but are looking for good quality products to help them build their business. They will have several assets to manage, including PCs, machines, tools etc.

What are their goals?

Engineering startups as a whole wish to develop and launch products to address gaps in the market, or to provide solutions to existing problems. They have a limited budget as they are newly founded - they want to make a profit as soon as possible running the business smoothly without major issues; whilst also maximising efficiency. They are therefore looking for a tool to manage their assets and keep them healthy. As a startup, establishing a strong reputatin and brand identity is crucial when considering attracting partners or investers.

What frustrates them?

Startups often have limited resources where budget, time, and number of staff are all considered. Where these are constrainted, it can be harder to implement complex solutions. Competing against larger companies with more resources and market presence can also be a frustrating and daunting activity. Trying to manage maintenance whilst simultaneously building a business from scratch can also be quite difficult - especially for those with limited experience in this area (which is where DocDuck comes in). Also, current products/services in the market for maintenance management do not have a budget-friendly option with full features, such as a limited number of flags and functionality (history logging/reporting).

What problem are you solving for them?

Our product frees up valuable time for the startup which will allow them to spend more time focusing on their innovation and product development, rather than managing devices and machines. By automating this system with our app, we can further increase efficiency by reducing machine downtime and keeping the machines healthy and working in the best condition. Since startups will assumably have little to no knowledge of machine maintenance, our user friendly interface makes it easy to setup and manage devices with no prior training. We are providing a product with full features even in the lowest tier that would only be available in the premium tier subscription (e.g. Asset Panda/MatainX). Our product will be significantly cheaper for startups, and our plan starts at 50 assets minimum (£15), while others have 250 assets minimum at a much higher price.

Value Proposition

This section will highlight DocDuck's unique market contribution by showcasing our solution to the current market, our key features, and how we stand out from competitors.

Value Proposition

Solution

DocDuck is a comprehensive maintenance management software designed for, but not limited to engineering startups. Our solution simplifies the process of managing maintenance tasks which gives startups more time and availability to focus their resources on their work and not their machines.

Key Features

1. Comprehensive Repair Logging System: Easily log and track maintenance tasks, repairs and equipment history. 2. User Friendly Interface: Intuitive interface designed for ease of use which requires little to no training. Productivity is increased as startups can use the app without the hassle of learning how to use it. 3. Budget-Friendly Option: Since DocDuck starts at as little as £15/ 50 assets, we are a more prefferably alternative to larger competitors.

Unique Selling Point 1

DocDuck stands out in the market with its focus to provide a comprehensive maintenance management solution with a user friendly interface to engineering startups whilst also being affordable.

Competitor Analysis

This section discusses our two main competitors - MaintainX and Asset Panda. Here, their strengths and weaknesses are analysed.

Competitors	What they do well?	What they do badly?
Maintai MaintainX	1. Mobile First Approach: Allows users to access platfrom from anywhere. 2. User Friendly UI: Simple and intuitive interface allows users to navigate software without training.	1. Limited Reporting: There are limited options when reporting devices / generating reports. 2. Price: Doesn't provide a lower tier option.
Asset Panda	1. Asset Management: Offers a comprehensive solution for tracking and managing assets. 2. Barcode Scanning: Integrated barcode scanning allows assets to be quickly identified. 3. Comprehensive Reporting: Detailed reports and analytics can be generated for asset usage and maintenance history etc.	1. Complexity: The extensivity of the features can be quite challenging and overwhelming leading to confusion when using the software and so it may not be used efficiently. 2. Price: The cost is relatively high compared to competitors. Engineering startups are likely to be deterred because of this.

Customer Relationships

DocDuck's strategies are listed here which help to build, maintain and strengthen relationships with our customers.

Get

Free trial

Offer a 14-day free trial to new customers. This is enough time for businesses to gauge whether our software is what they need. If successful, we have a new customer!

Social media advert

We will purchase advertising posts on social media and let the algorithm find our potential customers

Customer Relationships

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Keep

Multi-Channel Customer Service

We will answer customer's questions and solve their issues through multiple channels to make our customer service effective and accessible. Including email, video calls and social media DM.

Loyalty Scheme

Users will get a discount the longer they subscribe to our service, including the price for monthly/annual subscription plans and upgrading fees.

Customer Relationships

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Grow

Brand Reputation

We will build up our reputation using social media, so that we can share successful examples of businesses subscribing to our service.
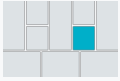
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Referrals

Discount Codes

Referrals can be given out so that for each referral, both users will be incentivised and rewarded for sharing / joining.

Channels

This section showcases how we plan to deliver our product to consumers.

Online Advertising

Channel Strategy

Run targeted advertisements towards engineering startups on platforms such as Google Ads, LinkedIn, and the IET magazine. The adverts would promote our special features and benefits.

Email Marketing

Channel Strategy

We can build up an email list of engineering startups and send them regular newsletters and product updates. Some of these could contain offers which businesses could use for a discount on our services as an incentive to keep coming back.
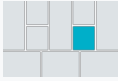
Channels

## Social Media Marketing

Channel Strategy

We can establish a social media presence on platforms such as TikTok and Instagram to build a following and engage with our audience - engineering startups. Regular posts and updates can start discussions and raise awareness of DocDuck's solution to engineering management.

Conferences and Exhibitions
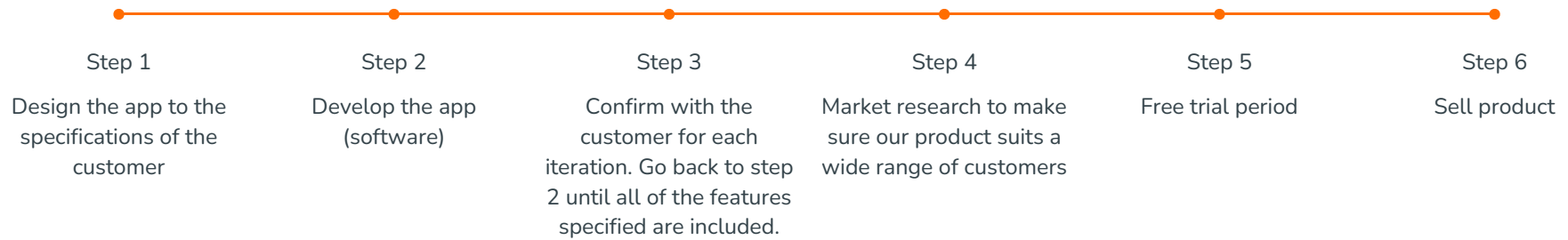
Channel Strategy

We can (or plan to) participate in exhibitions and conferences catered towards our audience. Here, we are provided an opportunity to showcase our services to a wider audience and further increase our customer base.
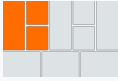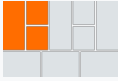
Feasibility

This section discusses DocDuck's key activities, partners and resources.

Key Activities,
Resources & Partners

These are the steps that the DocDuck team has, and will take to establish itself in the market.

Key Activities

Step 1

Design the app to the specifications of the customer

Step 2

Develop the app (software)

Step 3

Confirm with the customer for each iteration. Go back to step 2 until all of the features specified are included.

Step 4

Market research to make sure our product suits a wide range of customers

Step 5

Free trial period

Step 6

Sell product

Key Activities,
Resources & Partners

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Key Partners

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- Industry Influencers/Agencies for Digital Marketing

Viability

In this section, DocDuck's market viability will be considered.

This includes the financial aspect, customer demand, projected sales and earnings as well as the pricing for our software.

Finance

This section details the financial aspect of the application including the strategy and pricing, as well as the projected sales and earnings for the first year. This is also represented visually by a chart.

Finance

Financial Model

Revenue Strategy

£15/ 50 assets

Since we are tailored towards smaller businesses and startups, we have chosen this as our price point. As businesses grow, so do their number of assets and their profits meaning they can afford to pay more for our services as and when they need it.

Contact us

For more information, please visit our website below.

DocDuck

https://docduck-website.pages.dev/