Legend

MVE	Minimum Viable Experiment

Opportunity Backlog

Define Problem	Describe Opportunity	Hypothesis	MVE/MVP (small experiment to test hypothesis)	Test and Validate (Actual feedback to decide next steps)

api-invoicing middleware, Persona: Accountant

When I want to create invoice,

I want to use my ERP/software,

So I can create ZATCA complaint invoice,

But my ERP/software does not generate ZATCA complaint invoice .

Javeed Ali Khan

How might we help customers make sure their generated invoices generated in their system are ZATCA complaint?

Javeed Ali Khan

We believe creating REST invoicing-apis
For our customers who's ERP/software are not yet ready
will achieve ZATCA compliance by integrating our APIs into their system.

Javeed Ali Khan

- Create REST invoicing-apis to that will help customers to integrate their ERP/software to create ZATCA complaint invoices.
- Show case these APIs to help non-tech customer understand what the middleware is doing.

Javeed Ali Khan

If we can get at-least x customers, this proves the demand to deploy the solution on production and create KSA wide marketing strategy.

Javeed Ali Khan

validates

validates

we started this MVP/MVE already

B2B Banking Service, Persona: SME owner

When I want to create invoice,

I want to use my business banking services portal,

So I can create ZATCA complaint invoice to share it with my clients/buyers,

But bank is not offering this service.

Javeed Ali Khan

How might we help SME or Single owner companies who wants to create ZATCA complaint invoices from banking services portal?

Javeed Ali Khan

We believe
creating a whitelabel software web solution

For the SMEs who are buisiness banking customers

will achieve creating and sharing invoices with buyers (to make it easier to manage invoices and reconciliation at once place).

Javeed Ali Khan

Create UX designs to present the idea to banks and SME business banking users to get their feedback.

Javeed Ali Khan

With Positive feedback we will proceed to build the software (web/mobile) using invoicing-apis.

Javeed Ali Khan

B2C

When I want to create invoice,

I want to web or mobile application

So I can create ZATCA complaint B2C invoice to share it with my clients/buyers,

But*
1. There many options to choose from:
2. Don't have great UX
3. Pricing is issue

Javeed Ali Khan

How might we(*) help the customer to create invoice easier with better UX and better pricing.

Javeed Ali Khan

We believe
creating a web software web solution

For the B2C customers with better UX and pricing

will make(*) life of these customer easier at better price.

Javeed Ali Khan

Create UX designs to present the idea to B2C customers.

Javeed Ali Khan

With Positive feedback we will proceed to build the software (web/mobile) using invoicing-apis.

Javeed Ali Khan