









Our device helps car owners better understand their cars by using the data it gathers from the onboard computer, and it also helps determine a fair price for the car based on the way that it runs, the improvements the owner brought to it, the errors it encountered in the past and whether they were fixed or not.

Applying the Canvas business model helped us shape the direction in which our startup was heading and determine the ways in which we will achieve our goal. It was very useful for us to use it from the beginning of the project since it helped us manage the startup from an early stage, even before testing the prototype.

K-line ISO9141-2 protocol is very compact. Its main advantage is that it is easy to use both from software and hardware point of view.

As a disadvantage, being an old protocol the transfer speed is low compared to other new protocols, but it is still very suited for prototyping.

In the current paper, we noted the technical aspects of the prototype, describing the way it works as well as its functionalities, while also

showing how the business model Canvas helped us shape the direction in which the startup is heading, proving therefore the utility of using a business model instead of the traditional business plan.

*References:*

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