The Business Model Canvas

Key Partnerships

Key Activities

Value Propositions

Customer Relationships

Customer Segments

**College Students**: Primary users who benefit from the convenience and variety of the digital mess service.

Mess **Owners/Administrators:** Secondary users responsible for managing menu items, orders, and finances through the platform.

**Food Suppliers**: Partner with local food suppliers to ensure a steady supply of fresh ingredients for the mess.

**Payment Processors**: Collaborate with payment processing companies to securely handle online transactions and manage student account balances.

**Advertisers:** Form partnerships with local businesses or food vendors for advertising placements on the website or app.

**College Administration:** Work closely with college administrators to align the digital mess service with campus policies and regulations.

Key Resources Channels

**Digital Platform**

**Menu Management System:**

**Payment Gateway**

**Customer Support**

Cost Structure Revenue Streams

**Development and Maintenance:** Allocate resources for website development, design, programming, and ongoing maintenance.

**Operational Costs**: Cover expenses related to food procurement, storage, preparation, utilities, and staff salaries.

**Marketing and Advertising:** Budget for marketing campaigns, promotional materials, and advertising placements to reach the target audience effectively.

**Technology Infrastructure:** Invest in reliable hosting services, cloud storage, cybersecurity measures, and software licenses.

**Customer Support:** Allocate resources for hiring and training customer support staff to assist users with inquiries and technical issues.

**Transaction Fees:** Apply a small transaction fee for each order placed through the website to cover payment processing costs.

**Advertising Revenue**: Generate revenue through advertising partnerships with local businesses or food vendors targeting college students.

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