

# Business Model Canvas

Designed for:

Teknovo ID

Designed by:










Afan

Date:

02 / 01 / 2021

Version:

1.0

<div>Key Partners</div> <div>Marketing Specialist</div> <div>Business Development Specialist</div> <div>Marketing Implementer</div> <div>Finance &amp; Tax Specialist</div>	<div>Key Activities</div> <div>Development Activities</div> <div>Marketing Activities</div> <div>Finance &amp; Tax Activities</div> <div>Key Resources</div> <div>Full-Stack Developer</div> <div>Designer</div> <div>Internet</div>	<div>Value Propositions</div> <div>Good Customer Services</div> <div>Great Result</div> <div>Efficient and Hardworking Team</div> <div>Very Professional Services</div> <div>Reliable Services</div>	<div>Customer Relationships</div> <div>Online Meeting and Communication</div> <div>Offline Meeting and Communication</div> <div>Channels</div> <div>Personal Branding</div> <div>Content Marketing</div> <div>Social Media</div> <div>Email and Messaging</div> <div>Partner and Affiliate</div> <div>SEO</div> <div>Pay Per Click (Adwords)</div>	<div>Customer Segments</div> <div>Name : Robert</div> <div>Gender : Male</div> <div>Age : 18 -35</div> <div>Location : Indonesia</div> <div>Marital Status : Married / Single</div> <div>Educational Status : Collage / High School</div> <div>Interest : IT Services</div> <div>Pain :<ul style="list-style-type: none"><li>- Poor Customer Services</li><li>- Poor Services</li><li>- Lack of Professionalism</li><li>- Poor Refund Policy</li></ul></div> <div>Goals/Aspirations :<ul style="list-style-type: none"><li>- Good Customer Services</li><li>- Great Result</li><li>- Efficient &amp; Hardworker Team</li><li>- Professional &amp; Reliable Services</li></ul></div>
<div>Cost Structure</div> <div>Employee Wages</div> <div>IT Infrastructure (Cloud, domain, license, etc)</div> <div>Marketing Activities (20% of revenue)</div>			<div>Revenue Streams</div> <div>Custom Web &amp; App Development</div> <div>Server Subscription &amp; Security Maintenance</div>	