The Business Model Canvas

Key partners

What are your key partners to get competitive advantage?

good and reliable wineries (suppliers

> event organizers, influencers within wine space

Key activities

What are the key steps to move ahead to your customers?

Marketing, content marketing, event organizing

Key resources

What resources do you need to make your idea work?

Website platform, wineries, access to events

Marketing master

Key propositions

How will you make your customers' life happier?

Unique experience for drinking wine

of wine lovers in Munich

Socializing and learning wine related themes by the customers

Customer relationships

How often will you interact with your customers?

Weekly basis via content email, some additional information emails at different intervals

Channels

How are you going to reach your customers?

Website platform, social media channels, events

Customer segments

Who are your customers? Describe your target audience in a couple of words.

> upper class Munich based wine lovers

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

Marketing activities costs, legal costs, tax, content production fees

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

Commission paid out by the winery

Event tickets

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