

CUSTOMER SEGMENTS

1 Start by determining the demographics and segmentation of your potential customers. Think about the cross section of customers who might need your product and which segment of customers you have the ability to reach.

Examples:

ATTORNEY
/JUDGES

BUSINESS

STUDENTS

TRUSTEES

OFFICERS

FARMERS

VALUE PROPOSITIONS

2 Add sticky notes stating exactly why a customer would buy the product. What value do we plan to deliver if they buy?

Examples:

EASY ACCES TO
ALL THE
CUSTOMER

MORE INCOMING
CUSTOMERS DUE
TO USER FRIENDLY
ACCESS

ACCURATE
ANSWERING FOR
THE QUERIES
RAISED

CAN BE
ACCESSED FROM
ANY LOCATION

PEOPLE FROM
DIFFERENT REGIONS
CAN ACCESS
THROUGH MULTIPLE

KEY PARTNERS

5 What key alliances and partnerships are important for the business to succeed?

Examples:

Apple App store

Google Play
store

freelancers

payment apps

COST STRUCTURE

8 What are the variable and fixed business costs associated with operating the business successfully?

Examples:

engineering
costs

maintaing the
database server

software
platform

chatbot
integration

labour expense

support and
maintenance

CUSTOMER RELATIONSHIPS

3 List out all important customer relationships that are key to the business.

Examples:

wide range of
accessibility

time
consumption

detailed
information

immediate of
response

KEY ACTIVITIES

4 What are the most critical activities your company must do for your business to succeed?

Examples:

online
transaction app

billboards /add
versting
company

other bank for
additional
information

government

KEY RESOURCES

6 What assets, materials, supplies, etc., must you acquire for your business to succeed

Examples:

channels

database
infrastructure

security

natural language
processing (NLP)

chat interface and
conversational UI

REVENUE STREAMS

7 Where will revenue come from? What sources?

Examples:

new customers

customer deposit
more money

CHANNELS

9 How will customers learn about our business and interact with our business? How will they receive our product?

Examples:

addvertisments

banking apps

website for the
bank

payment apps