Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

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Restaurants, bars who accept to open their bathrooms

The customer - by allowing the customer to add new bathrooms and also review existing bathrooms our app improves.

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Potential revenue from the city and sponsorship for different hygiene companies

Maintaining the application

Hosting the application on a server

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

Financial support to develop the app

Developers to develop the app

Database such as the map, bathroom information

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

Give them the knowledge of where the closest bathroom is around the city

Help them access bathrooms that fit their requirements i.e handicapped, free

We are satisfying the customers need to use a bathroom, and to wash their hands to ensure good hygiene.

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

Keeping our maps up to date,
Advertisement for the reach,
Feedback from customers for the app,
Customer review of the bathrooms

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

App store, Play Store
Word from mouth
Social Media,
Posters,
City's website,
Göteborg Stad

Customer Segments

For whom are we creating value?
Who are our most important customers?

We are creating value for the city, if people have access to bathrooms they will stay in the city longer and shop for example

Helping the city to promote public health by telling the users that there are many places to wash their hands.

Especially important for customers with special requirements such as handicapped, baby changing tables etc.

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Development and maintaining of the application

Hosting the application

Salary

Advertisement cost

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

The app is supposed to be free and should stay this way so it can be accessible by anyone

All the revenue streams would come from the city and potential future sponsorship and ads

Potentiel prime privileges if money is really needed (access to some bathroom in restaurants maybe)