

Business Model Canvas

Designed for:

Tracer

Designed by:

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Version:

v.1

Key Partners

Government / public Institutions

Duale Hochschule BW –
Mannheim

Key Activities

Develop a private virus tracing
app.

Key Resources

- Developer
- Server Infrastructure
- Marketing

Value Propositions

Easy to use & private virus
tracing for stores, restaurants
and local gatherings.
Thus a open and working
economy is possible.

The app allows to abolish
unsecure and work intensive
lists for tracking infected
customers.

Possible through QR-Codes
scannt via the App. It generates
a anonym unique user ID. In
case of an incident the anonym
ID will be public and the user
can be informed.

Customer Relationships

Free Users – Use the App
regularly

Businesses – Needs contact
person; generate

Channels

App will be published via the
App Stores

Further general and widespread
Marketing is needed so every
type of customer is informed.

Advertisement directly at the
Store/ Restaurant who are using
the system.

Customer Segments

Every person with a smartphone
– no specific segment in the
long run

Cost Structure

- Server Infrastructure
- Development
- Maintenance
- Marketing

Revenue Streams

None – Only via Sponsorships. The return of the investemnt is received indirect in
form of open stores and therefore a working economy.

