

블록체인 클라우드 펀딩 모델

3조 정낙현, 엄호천, 박진수, 김주원

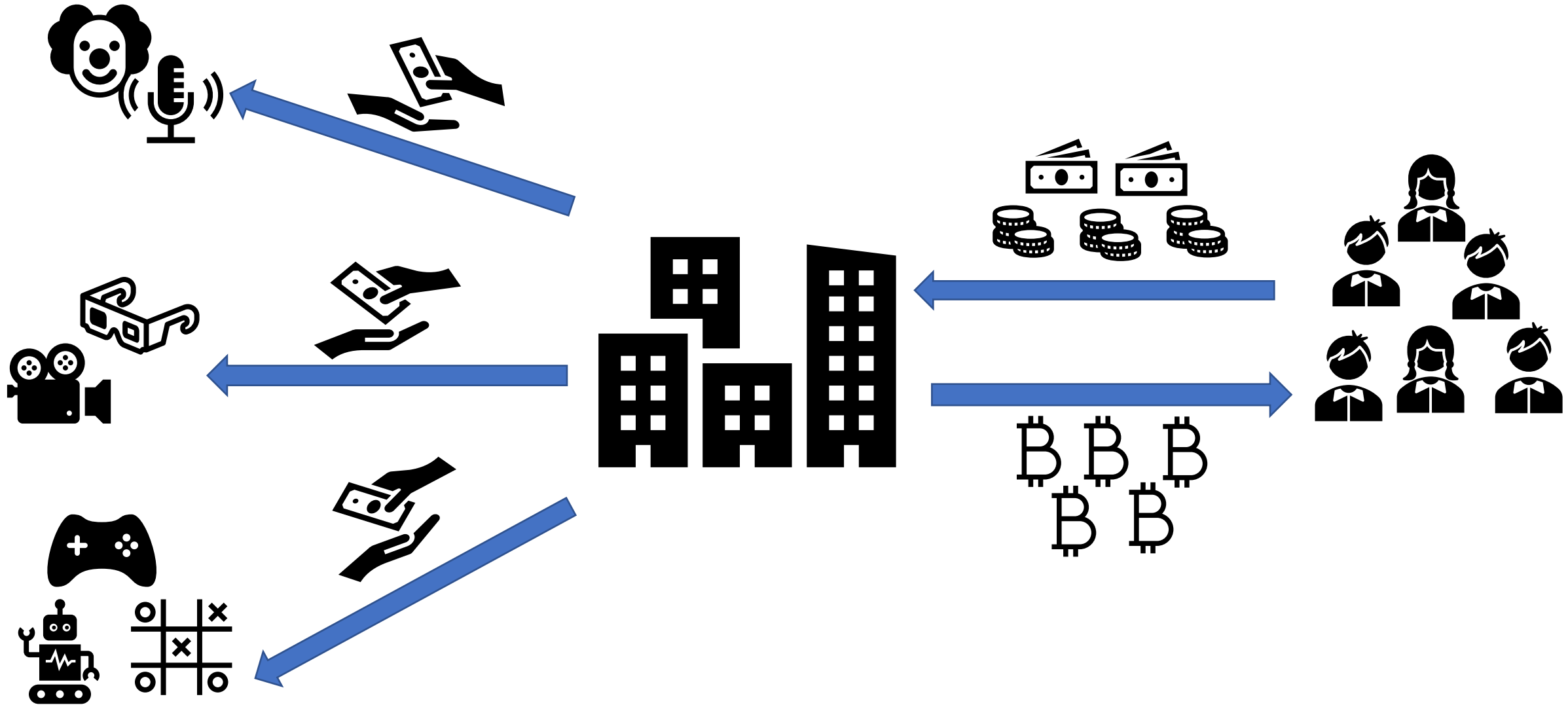


블록체인 크라우드 펀딩 모델

- 1) 연예인 꿈나무 양성 투자 토큰(코인)발행
- 2) 영화기획 투자 토큰(코인)발행
- 3) 게임기획 투자 토큰(코인)발행
- 4) 학자금/장학금 지원 토큰(코인)발행
- 5) 사회복지사업, 기부금 토큰(코인)발행

- 토큰발행을 통한 투자자 자금을 모집 후 수익을 투자자에게 배분해줌

블록체인 클라우드 펀딩 개요



The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<div><div>Key Partners</div><div>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</div><div>MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</div></div> <div>기획사,방송종사자</div>	<div><div>Key Activities</div><div>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</div><div>CATEGORIES Production Problem Solving Platform/Network</div></div> <div>투자심사,대상발굴 홍보,사후관리</div>	<div><div>Value Propositions</div><div>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?</div><div>CHARACTERISTICS Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</div></div> <div>다양한투자기회허용 성장 참여기회 제공 원할한 자금조달 홍보효과</div>	<div><div>Customer Relationships</div><div>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?</div><div>EXAMPLES Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</div></div> <div>게시판,커뮤니티 커뮤니티운영 포인트,마일리지 투자그룹(동호회)</div>	<div><div>Customer Segments</div><div>For whom are we creating value? Who are our most important customers?</div><div>Mass Market Niche Market Segmented Diversified Multi-sided Platform</div></div> <div>인터넷을 통한 SNS접속 총 나이,지역 제한없음 객장,성별제한없음</div>
<div><div>Key Resources</div><div>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</div><div>TYPES OF RESOURCES Physical Intellectual (brand patents, copyrights, data) Human Financial</div></div> <div>양질의 투자대상</div>	<div><div>Channels</div><div>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?</div><div>CHANNEL PHASES 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?</div></div> <div>WEB : 상품판매몰 어플리케이션 소셜미디어(SNS)</div>			
<div><div>Cost Structure</div><div>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</div><div>IS YOUR BUSINESS MORE Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition) SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</div></div> <div>사이트구축 서버비용 마케팅비용</div>	<div><div>Revenue Streams</div><div>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?</div><div>TYPES Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising FIXED PRICING List Price Product feature dependent Customer segment dependent Volume dependent DYNAMIC PRICING Negotiation (bargaining) Yield Management Real-time-Market</div></div> <div>선취수수료 광고수익 성공보수</div>			



감사합니다!

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