

# The Business Model Canvas

Designed for: SHERLOCK

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Date: 04/10

Version: 1.0

<p><b>Key Partners</b></p>  <ul style="list-style-type: none"> <li>Data server company</li> <li>Schools, Universities and other business</li> <li>Social media partners</li> </ul>	<p><b>Key Activities</b></p>  <ul style="list-style-type: none"> <li>Fact check websites for accurate news</li> <li>Create accurate interpretations of info on web</li> </ul> <p><b>Key Resources</b></p>  <ul style="list-style-type: none"> <li>Virtual Support Network to fact check news.</li> </ul>	<p><b>Value Propositions</b></p>  <ul style="list-style-type: none"> <li><b>FOR PEOPLE:</b> being well informed about whatever is going on</li> <li><b>FOR GOVERNMENT:</b> control circulation of fake news</li> <li><b>FOR MEDIA:</b> good news sources will get the appreciation they deserve</li> <li>Easy accessible news, all in one place</li> </ul>	<p><b>Customer Relationships</b></p>  <ul style="list-style-type: none"> <li>Automation where possible and use of bots</li> <li>Email service which is reviewed regularly</li> <li>Mobile app and website</li> </ul> <p><b>Channels</b></p> 	<p><b>Customer Segments</b></p>  <ul style="list-style-type: none"> <li>Smart phone or device owners.</li> <li>Ad agencies</li> <li>Students, Professors, and Developers</li> <li>Internet Users</li> </ul>
<p><b>Cost Structure</b></p>  <ul style="list-style-type: none"> <li>Private server costs, Artificial Intelligence investments, General Administration cost, Product development</li> </ul>	<p><b>Revenue Streams</b></p>  <ul style="list-style-type: none"> <li>Ad revenue, Premium accounts with extra features, Donations</li> </ul>			