

The Business Model Canvas

Designed for:

Fortuna Beer

Designed by:

FAT

On: 04/09/2015

Iteration #

Problem

Number of target customer is limited

Hard to make profit

Low customer loyalty

Solution

link user to purchase page

Establish community

Promotion with liquor store

Key metrics

key activities you measure

More than 3000 beers' detailed data

Unique value proposition

single, clean, compelling message that states why you are different and worth buying

With the growing demand for craft beer industry and more people willing to try new beers, our app will be a great hit once reaching the market

Fortuna - Your Beer Pandora

Unfair advantage

can't be easily copied or bought

None

Channels

path to customers

Internet

Customer Segments

target customers

Beer Lover
Young people

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?

BreweryDB Access: \$5/month

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?

Potential Ads