

# The Business Model Canvas

Designed for:  
Scribble

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Iteration 1

## Problem

top 3 problems

No major platform  
to chat locally for  
free

Either fully  
anonymous or  
non-anonymous

Nothing catered  
specifically to  
college students  
for real time chat

## Solution

top 3 features

1. Location based
2. Real time chat
3. Could be anonymous

## Key metrics

key activities you measure

1. # users
2. Avg. activity
3. # of messages

## Unique value proposition

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

local

potentially topic-based

Anonymous and  
Non-anonymous

## Unfair advantage

can't be easily copied or bought

more users =  
product lasting in  
market

## Channels

path to customers

Awareness  
through word of  
mouth

## Customer Segments

target customers

College-aged  
students

## Cost Structure

What are the most important costs?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

- Salary/wages
- Server costs
- Marketing

## Revenue Streams

For what value are our customers paying?  
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 the total?

- \$1 per year (like WhatsApp)
- Data collection
- Targeted ads (minimal, avoid if possible)