










<h3>Key Partners</h3> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p>  <div> <p>Student communities</p> <p>Designers and inventors</p> <p>Auction partner who helps selling the IPR</p> <p>SurveyMonkey (for making the idea survey)</p> </div>	<h3>Key Activities</h3> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>  <div> <p>Crowdsource innovations for organizing</p> <p>Auction the innovations to companies & organizations</p> </div> <h3>Key Resources</h3> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p>  <div> <p>Open innovation platform such as Github</p> <p>Auction platform</p> </div>	<h3>Value Propositions</h3> <p>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?</p>  <div> <p>Open innovation project that will produce pool of ideas about organizing daily life for companies and individuals that can then turn them into products and services.</p> <p>The project offers open design innovation platform for designing tailored made solutions for time management.</p> <p>IMPORTANT: We want to move away from the thinking that organizing is about using calendars and setting up meetings -- we want solutions that help you get more out of your life WITHOUT having actively use them.</p> </div>	<h3>Customer Relationships</h3> <p>What type of relationships do 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?</p>  <div> <p>People who submit their ideas expect to get some sort of credit for the ideas.</p> <p>Companies want to be sure that we transfer the IPR to them in a proper way.</p> <p>Auction partners expect a cut from the sales.</p> </div> <h3>Channels</h3> <p>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?</p>  <div> <p>We publish electronic (and physical) posters on campuses to kick off the innovation project.</p> <p>We reach inventors, companies, and individuals through spreading these posters over social media.</p> <p>Magazines & Innovation focused media blogs (Fastco, Good, Ink).</p> </div>	<h3>Customer Segments</h3> <p>For whom are we creating value? Who are our most important customers?</p>  <div> <p>We create valuable solutions / services to people who are unorganized, but would benefit from organizing their lives better.</p> <p>Individuals: Students Companies: Employees, Managers</p> </div>
<h3>Cost Structure</h3> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p>  <div> <p>Cost of services charged by the auction partner.</p> <p>Hardware and software services.</p> <p>Material cost for distributing posters.</p> <p>Advertising costs.</p> </div>		<h3>Revenue Streams</h3> <p>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 the overall revenues?</p>  <div> <p>Revenue is generated in the auction phase:</p> <ul style="list-style-type: none"> - Core group gets a small percentage of sold ideas - Inventors get royalties from the companies who bought their ideas - Companies get revenue by selling the new products or services </div>		