

The Business Model Canvas

Designed for:
Yarl Geek Challenge season 14

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Iteration # 1

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Photography and videography professionals (freelancers, studios, editors)

Payment gateway providers (Stripe, Razorpay, PayPal)

Cloud storage providers (AWS S3, Cloudinary)

Event service providers (e.g., venues, decorators)

Affiliate partners (e.g., camera gear brands)

Marketing and advertising platforms

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Platform development (web and mobile app)

Onboarding and vetting of service providers

User acquisition and engagement campaigns

Integration of secure payment systems

Analytics and reporting for service providers

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Value Propositions: Platform infrastructure, payment systems, service provider database, analytics, scheduling, and communication tools.

Distribution Channels: Mobile app, web platform, social media, and partnerships.

Customer Relationships: Customer support, engagement tools, and personalized content.

Revenue Streams: Transaction management, subscriptions, ads, affiliate partnerships, and add-ons.

Value Propositions

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?

Value Delivered: Streamlined platform for discovering and booking verified photo/video professionals with transparent pricing, secure payment, and scheduling.

Problems Solved: Eliminates the hassle of unreliable sources, booking issues, and last-minute event support.

Product Bundles: For individuals – professional services, booking, and communication tools; for service providers – visibility, booking management, and analytics.

Customer Needs Satisfied: Reliable, easy-to-use platform for seamless booking, transparency, and efficient communication.

Customer Relationships

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?

Expected: Clients expect a seamless, self-service experience with support; service providers expect professional tools and growth support.

Established: Self-service for clients, business support for service providers.

Integration: Integrated through booking, payment, and communication tools, aligning with core platform services.

Cost: Moderate for clients (maintenance, support); higher for providers (subscriptions, promotions).

Channels

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?

Preferred Channels: Mobile app, website, social media, word-of-mouth (clients); website, networks, in-app dashboard (service providers).

Current Reach: Mobile app, website, social media, digital marketing.

Channel Integration: Unified app/website for bookings, payments, messaging; social media drives traffic.

Best Performing: Mobile app for clients, social media for visibility.

Cost-Efficient: Social media, email, and in-app notifications.

Integration with Routines: App for seamless client booking; in-app tools for service provider workflow.

Customer Segments

For whom are we creating value?
Who are our most important customers?

Individuals planning events (weddings, birthdays, corporate events)

Freelance photographers, videographers, and editors

Photography/videography studios

Event organizers and planners

Businesses needing product or brand photography

Corporate clients seeking professional shoot services

Cost Structure

Platform development and maintenance costs (development team, infrastructure, cloud storage)

Marketing and advertising expenses

Payment processing fees

Customer service and support costs

Salaries and operational costs (including partnerships and admin)

Compliance and legal fees (for payment gateway integration, terms, etc.)

Revenue Streams

Commission on bookings (percentage per successful transaction)

Premium listings and promotions for service providers

Subscription fees for professionals (for enhanced visibility and features)

In-app advertising targeted to users

Add-on services like contract templates, AR features, and post-processing services

Enterprise packages for event planners or agencies

Transaction processing fees to cover payment gateway costs

Affiliate partnerships with event-related service providers