Michael Richardson, Vivek Munagala, Ramon Cepeda, Peter McHale, Raphael Kim, and Raymond Hu

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Entrepreneurship and Innovation in Technology

The Business Model Canvas

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| --- | --- | --- | --- | --- | --- |
| **Key Partners**  Distribution Networks  Google  Microsoft  Apple  Amazon | **Key Activities**  Marketing and sales  App Design  App Implementation  Customer Support  App Maintenance | **Value Propositions**  Mobile  Distributed time management system  Usable  Integration with Google Spreadsheets  Geofencing and geolocation  IP Address verification  Visualization and Analytics | | **Customer Relationships**  Customer Support  Facebook Page  App Store Page  In-App Notifications | **Customer Segments**  Small Businesses  *28 million ( forbes.com)*   * Employees < 500 * Startups * Online Businesses   Nonemployer Businesses  *22 million ( forbes.com)*   * Sole Proprietors * Partnerships * Corporations |
| **Key Resources**  Designers, Developers, and Testers.  Salesmen and marketers. | **Channels**  Google Play Store  Amazon App Store  Windows Phone Store  Windows App Store  IOS App Store |
| **Cost Structure**  Distribution Network Fees  Cost of Business  R&D for new features Product Development  Maintenance  Customer Acquisition (Advertising, Promotions, Conferences, etc. . .) | | | **Revenue Streams**  User licenses (one-time or subscription based)  Add-On features | | |

http://www.forbes.com/sites/jasonnazar/2013/09/09/16-surprising-statistics-about-small-businesses/