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Entrepreneurship and Innovation in Technology

The Business Model Canvas

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| **Key Partners**  Google  Microsoft  Apple | **Key Activities**  App Design  App Implementation  Customer Support  App Maintenance | **Value Propositions**  Internationalization  Accessible  Usable  Inexpensive  Mobile and web  Distributed time management system  Integration with Google Spreadsheets  Geofencing and geolocation  IP Address verification  Visualizations | | **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.  Translators | **Channels**  Google Play Store  Windows Phone Store  Windows App Store  IOS App Store  Chrome Store |
| **Cost Structure**  Cost of Business  R&D for new features  Maintenance  Customer Acquisition (Advertising, Promotions, Conferences, etc. . .) | | | **Revenue Streams**  User licenses  Add-On features | | |

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