## **Key Partners**



Who are our Key Partners? Who are our key suppliers?

Which Key Resources are we acquairing from partners? Which Key Activities do partners perform?

**MOTIVATIONS FOR PARTNERSHIPS** 

Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities

## Partners:

- -real estate builders
- -property owners
- -real estate agnecy
- -investitors
- -compnies who are buying business premises
- -apartment ownes
- -tourists
- -suppliers
- -students

## Suppliers:

- -agency for digtal marketing
- -internet

Resources from partner:

- -partner informations
- -money
- -suppliers(agency for digital marketing

What are the most important costs inherent in our business model?

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)

- internet)
- -market research

# **Key Activities**



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

Revenue streams?

- Production Problem Solving Platform/Network
- -manage advertisements (manage advertisement requests, set up on page ads)
- -assistance to customers
- -marketing activities (to increase website traffic
- -buying, selling and renting real estates

# Key Resources



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

Most important costs are:

Intellectual (brand patents, copyrights, data)

- -online portal to manage property business
- -marketing and sales team (those who engage and interact with sellers and real estate builders to list their properties on the website.)
- -inimate knowledge of city, lists of potential sellers, acces to capital
- -hard/private/portfolio etc, acces to quality cantractors

-technology cost (webite development and maintance cost)

-advertisement cost (digital marketing agency)

The most expensive cost is digital marketing agency.

-cost of human resources (employee salaries and training cost)

# 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?

### Newness Performance Customization "Getting the Job Done"

Brand/Status

Cost Reduction

**Risk Reduction** 

Convenience/Usabilit

Accessibility

Designed for:

- -reliance
- -connect property buyers with sellers
- -help investors to find adequate real estates
- -help in making informed decision (reviews and ratings given by other users will help buyers in making decisions -convenient way of searching properties
- -compare property prices -2-4 miles form downtown
- higher quality renovation than competition
- -near up-and-coming entertainment distincts
- -short commute to numerous business centers

# 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?

**EXAMPLES** 

**Automated Services** 

Communities

Co-creation

-home loan provision and Personal assistance -real estae newsletter/ Dedicated Personal Assistan

> magazine -feedback and reviews

-social media

24/7 customer support

## **Customer Segments**

For whom are we creating value?

Who are our most important customers?

Mass Market Niche Market Segmented Diversified Multi-sided Platform

-property buyers problem - affordable, quality, short-term

eg.housing near downtown

property sellers

-renter

poblem - affordable, quality, short-term real estates near downtown

-real estate investors

# 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?

How do we raise awareness about our company's products and services?

How do we help customers evaluate our organization's Value Proposition? How do we allow customers to purchase specific products and services?

How do we deliver a Value Proposition to customers? How do we provide post-purchase customer support?

### -website

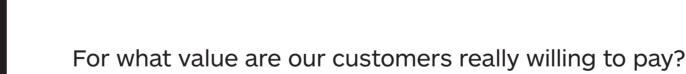
-property manager website





-online and offline advertisement

# Revenue Streams



For what do they currently pay? How are they currently paying? How would they prefer to pay?

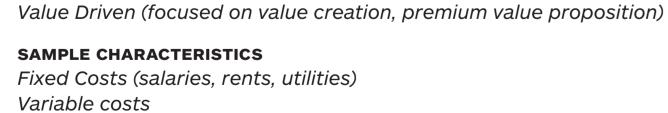
How much does each Revenue Stream contribute to overall revenues?

Lending/Renting/Leasing Brokerage fees Advertising

**FIXED PRICING** Customer segment Volume dependent

Negotiation (bargaining) Yield Management Real-time-Market

- -property listing fee (the website can change sellers for listing their property on the website.)
- -affiliate advertisement
- -on page advertisement
- -feature property listings(paid listings)
- -montly rental income



Economies of scale Economies of scope

Cost Structure

Which Key Resources are most expensive?

Which Key Activities are most expensive?













