The Business Model Canvas

Key Partners

* Social networking sites such as Twitter, Flickr, Instagram, etc.
* TU Delft could be a sponsoring partner.
* Public transport operators like NS
* Telegram

Key Activities

* Software development
* Maintenance (software updates, documentation, help function of chatbot)
* Marketing
* Customer acquisition
* Customer service (offer support and help to the requesters)

Key Resources

* Human: customers, development team, educational advisors (Pavel and Bozzon).
* Financial: investments, finances, equity, crowdfunding.
* Intellectual: generated data, copyrights.
* Physical: office, inventories

Value Propositions

uSquam wil offer the following value-adding features:

For workers:
* It is a mobile crowdsourcing platform, so workers will be able to perform microtasks anywhere and anytime.
* It is a more interactive way of performing crowdtasks as they will be presented in a conversation with the chatbot.
* Convert time to enjoyable rewards.

For requesters:
* It is a great way to access people around the world and to spread the service.
* It is a generic platform, meaning that it will be able to support various crowdsourcing tasks and use cases.
* It is a cost-efficient way to prototype your service.
* It will generate validated data from a diverse user base.
* It offers you a flexible workforce.

Customer Relationships

Since we are business partners with the requesters we will interact with them on a personal level (e-mail, telephone).
Because of the sheer amount of workers we will have minimal interaction with them. Interactions with them would be limited to customer support and feedback.

Channels

* Messenger platforms will be used as an interface for the workers.
* The uSquam website will be used as an interface for requesters to define/ edit tasks.
* Web or digital marketing (google and facebook advertisements) will be used to reach a large audience.

Customer Segments

uSquam has two types of customers: First of all, the requesters. These could be R&D teams at universities or companies.
Secondly, the workers. These could be people with spare time who are willing to earn some extra bucks e.g. students commuting, people in a queue, etc.

Cost Structure

In order to make this project successful, we will need to invest in the following:
* APIs for retrieving data from global data sources (Twitter, Instagram, etc.) and for offering tasks through a messenger platform (Telegram, Facebook messenger).
* Marketing is a very important investment to develop and maintain an active user base and to increase the brand value of our product. Inluding digital marketing targeted at workers and requesters.
* Inventories will be needed for successful product development ad for the workforce.

Revenue Streams

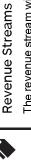The revenue stream will be based on monthly recurring revenue, meaning that our revenue will be earned from subscriptions of requesters for the requesters API. Their monthly fee will be based on the number of answers they have received from workers that month. A part of the subscription revenue will be used to reward the workers.
In the future, when we have developed a large user base, additional revenue could also be generated based on advertisements. Companies could pay us a fixed fee or monthly fee for displaying their advertisements in the chatservice (in between tasks or processed in tasks).

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