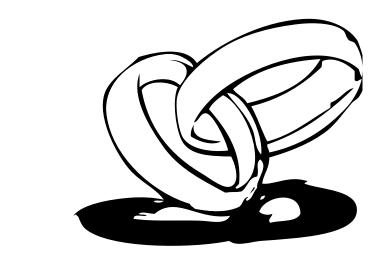
Key Partners



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

Partners: Instructor and TAs Resources obtained: Android device Key activities:

- 1. Guidance about development process
- 2. Product feedback about design and development every one or two weeks

Key Activities



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

- Platform/Network
- 1. Compile project requirements
- 2. Design for software architecture, use cases, and User Interface.
- 3. Construction phase
- 4. Testing phase
- 5. Documentation phase
- 6. Deploy on Google play

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?

"Getting the Job Done

Risk Reduction

l. Convenience

- Record the to-do-tasks whenever and wherever using mobile devices.
- Sort tasks by different categories such as date, classes, type, priority, etc.
- Remind the user of important tasks so that the they do not need to memorize.

2. Time reduction

- Provide image capturing, audio/video recording, notes taking and history review in one working window so user could save time for switching tools.

Customer Relationships (1).

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?

Personal assistance Dedicated Personal Assistant Automated Service

Customer may need more functionality or more stylish UI to their taste.

So we could collect feedback of customers from multiple channels, such as google play comment, facebook comment or comments from friends. Based on that to provide improved product.

Customer Segments

For whom are we creating value?

Who are our most important customers?

Mass Market Multi-sided Platform

- 1. Students who need help to schedule their academic activity in an course-based efficient way
- 2. Students who need reminder for the coming academic activities
- 3. Students who need to review what is tough on class and what is discussed in group study meeting

Key Resources

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



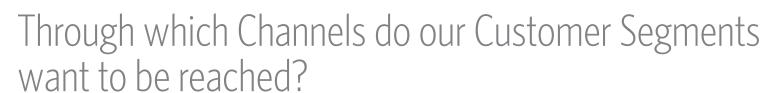
1. Physical

- Android devices and laptops

2. Skills

- Java and android programming skills, design skills, communication skills.

Channels



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?

Channels: 1. Recommend to friends or

2. Publish our App on Google Store

3. Use social network such as Facebook or

classimates who potentially need scheduler

Twitter for Advertisement

All of those three are cost efficient.

Cost Structure

What are the most important costs inherent in our business model. Which Key Resources are most expensive? Which Key Activities are most expensive?

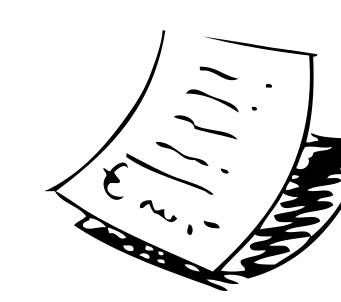
Value Driven (focused on value creation, premium value proposition)

1. Fixed Costs

12 hours per week for each group member, totally 36 hours per week As a group.

2. Variable Costs

Future updates and maintenance may require extra hours.



Revenue Streams

For what value are our customers really willing to pay? 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 rev

Lending/Renting/Leasing

Brokerage fees

Product feature dependent Usage fee Customer segment dependent Real-time-Market

1. Advertising for trial version

At the beginning, the free version of application would help to get more downloads. A tolerant amount of advertisement could come with trail version.

25?2. Payed premium version

A couple days after the first trail version is deployed, based on the feedback we got from the users, we could modify our product to provide a more stable and customized version. More features such as different styles could be added and advertisement should be deleted. User need to pay a little bit money to use this version.

Economies of scope











