

The Business Model Canvas

Designed for:
CWA - Chalmers Women's Association

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Iteration # 1

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?

Chalmers, supervisors and teachers are the main partners for this project. These will help to ensure the direction of the project and its completion, but also provide tools and resources necessary for this.

The key resources provided are softwares for communication and development. Furthermore competences and strategies acquired through the course and provided by teachers are important resources.

Key suppliers consistent with the organizations and actors supplying the resources mentioned above, these are organizations providing software and actors at Chalmers providing guidance.

Key Activities

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

Weekly sprints to create features that will develop our application towards the value requirements defined by the customer, CWA. Weekly communication with customer to update on progress. Weekly meetings with team to update on sprints, the group dynamic, create backlogs etc. Attending lectures will probably too improve the development process.

Key Resources

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

- Zoom for communication.
- Trello for structuring the product and sprint backlogs.
- Github as repository.
- Close relationship to our contact person on CWA.
- (Probably) Flutter as programming framework for both Android and iOS.
- Different competences within the team.

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?

The application will create value for CWA by facilitating for the organization to reach new members and improve marketing of the organization and it's events. It will also increase incentives for other organizations to sponsor CWA as these might gain more exposure as the application provides another marketing channel through which CWA can reach a larger customer base.

By further digitalizing CWA:s memberships, events and marketing measures the organization can become more efficient and easier to manage.

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?

We as a team communicate only with CWA, which we want to establish a good contact with. CWA in its turn communicate with their customers (both members and sponsors). The relationship with CWA should be effective (not too time consuming) and informative with frequent communication.

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?

Communication with CWA through Zoom meetings, starting with a meeting to receive user stories and define value/MVP. Weekly meetings to update CWA of progress and challenges/possibilities.

Customer Segments

For whom are we creating value?
Who are our most important customers?

CWA: Creates value for CWA as we develop the app for them. They will improve internal processes and get a better overview of e.g. memberships and events. This will hopefully save them time and money and make them more attractive to their users/customers.

Sponsors of CWA: Companies paying CWA to attend to their events will get a better and more flexible overview over events.

Customers/Members of CWA: Can easier manage their memberships, get push notifications so they won't miss out on events which creates more value for their membership.

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?

In this case, the input by the team in terms of time (alternative cost to other activities) is the main cost. If the project would be executed as a "real" software development process the costs would for example consist of salaries to the team, servers, premium online services (Trello, Github, etc.).

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 revenues?

Hard to generate revenues within the frames of the course. But if we hypothetically were to sell the service of creating this app to CWA this is where our main cash flow would be created. Service and updates of the software could also be a source of revenues.