












# BUSINESS MODEL CANVAS



 <b>Key Partners</b> <ul style="list-style-type: none"><li>- The CROUS, which provides the room that will be rented to make the common storage unit</li><li>- Students who adhere to MoinsShare</li></ul>	 <b>Key Activities</b> <ul style="list-style-type: none"><li>- App development and updates</li><li>- Maintenance of the common storage unit</li></ul>	 <b>Value Propositions</b> <p>Service providing a fast and easy way to share appliances among students, to optimize their distribution in student residences and consequently reduce expenses and overconsumption.</p>	 <b>Customer Relationships</b> <p>Direct relationship with the customers Customers provide feedbacks on the app to improve our service</p>	 <b>Customer Segments</b> <p>Students living in student residences</p> <p>Pilot project on the 1,200 students of the “French House” of “Cité Universitaire International”</p> <p>Segments could then be enlarged with a larger pool of students in Residency Halls</p>
 <b>Key Resources</b> <ul style="list-style-type: none"><li>- A common storage unit “The Local”</li><li>- A mobile application</li></ul>			 <b>Channels</b> <ul style="list-style-type: none"><li>- Subscriptions available on the app</li></ul>	
 <b>Cost Structure</b> <ul style="list-style-type: none"><li>- Development and app improvements ; supply of appliances/goods ; rent and maintenance of the common storage unit</li></ul>			 <b>Revenue Streams</b> <p>Service subscriptions</p>	
 <b>Social and environmental costs</b> <p>There should not be environmental costs if the service functions accurately</p>		 <b>Social and environmental benefits</b> <ul style="list-style-type: none"><li>- Reduces consumption of goods</li><li>- Prevents throwing away perfectly usable goods</li><li>- Favors social links through sharing</li></ul>		