

The Business Model Canvas

Designed for: 5DI-Team1, TheFlippedCompany

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Key Partners

Google Firebase Team
Google Cloud Storage Team
Hosting and Database from Firebase
Storage from Cloud Storage

Key Activities

Key Activity: File Sharing
Distribution Channel: The Internet

VALUE Propositions

We help our customers to always have personal files and data “one click away” regardless of location and device
Our primary target are people who work with multiple devices and don't want to upload everything on a cloud service before being able to access it

Customer Relationships

Our customers will be able to contact us for every problem they may face

Customer Segments

Our most important customers are Students and Workers who want to have everything they need always with them and who don't want to upload their whole systems online to let them work from every device

Key Resources

Our key resources are Firebase and Google Cloud Storage. Our product is available on the Internet which makes it our primary distribution channel

CHANNELS

We will raise the awareness of our product through Reddit Advertisement and (eventually) Google ADS

The only service that we expect to be Payware is the exchange of Big Documents (About 50+ MB)

Our services are available on the public internet

Our clients have access to our 24/7 Client support channel

Cost Structure

The only costs we will face are the costs of the interaction with the database.
The most expensive activity is the upload of big files (>10MB)

Eventually we will need to face the cost of Google Ads

Revenue STREAMS

We plan to make the exchange of big files and the unlimited use payware services. Users will purchase a subscription that will let them use our services with no planned limitations.

The free version of the application will let users exchange files of maximum 9MB and will allow a 15 Minutes maximum idle connection time.

