

Key Partners

What are your key partners to get competitive advantage?

- Google Cloud Platform (Storage & Services)
- Azure (Services)

Key Activities

What are the key steps to move ahead to your customers?

- Promotion of service
- Software Development and Maintenance
- Troubleshooting for customers

Key Propositions

How will you make your customers' life happier?

- Increase audience reach
- Easily convert content from one format to another
- Easy to use UI

Customer Relationships

How often will you interact with your customers?

- Social Media Interaction
- Contact Page

Customer Segments

Who are your customers? Describe your target audience in a couple of words.

- Content creators: podcasts, blogs

Key Resources

What resources do you need to make your idea work?

- Cloud assets (servers, computers, high speed Internet connection)
- Developers
- Marketers

Channels

How are you going to reach your customers?

- Partnerships with content creators
- Social Media

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- Platform Development
- Storage & Services

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- Subscription based
- Advertising