

DEVELOPER THRILL

Software House

Business Model Canvas

KEY PARTNERS

1. Strategic alliances with technology providers.
2. Collaborations with software developers and designers.
3. Partnership with cloud service providers.

KEY ACTIVITIES

1. Software development and coding.
2. Designing user interfaces and experiences.
3. Quality assurance and testing.

KEY RESOURCES

1. Skilled software developers.
2. Experienced designers.
3. Project managers.
4. Intellectual Property (IP) and proprietary software.

VALUE PROPOSITIONS

1. Custom web development.
2. security
3. User-friendly and scalable software products.
4. Meeting timeline (Tracking Mechanism).
5. Diversify approach

CUSTOMER RELATIONSHIPS

1. Dedicated account managers.
2. Regular client communication and updates.
3. Technical support and troubleshooting.

CHANNELS

1. Online platforms for marketing and sales.
2. Social media presence.
3. Direct sales and partnerships.

CUSTOMER SEGMENTS

1. Fashion-conscious individuals
2. Athleisure enthusiasts
3. Sustainable and eco-conscious consumers

COST STRUCTURE

1. Employee salaries and benefits.
2. Research and development costs.
3. Marketing and advertising expenses.
4. Infrastructure and technology costs.

REVENUE STREAMS

1. Project-based fees for custom software development.
2. Subscription models for ongoing support and updates.
3. Licensing fees for proprietary software products.