

# Business Model Canvas

Designed for:

Blockchain & Sol. - HM

Designed by:

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## Key Partners

Electronics manufacturers that develop a manual device to combine the old charm of the Tamagotchi with the new technology of the Blockchain.

Trading/staking platforms that integrate the application on the side to entertain users.

## Key Activities

DApp built on Ethereum / Solidity.

The user needs a MetaMask account.

All transactions run on the Ethereum network.

## Key Resources

The user needs a MetaMask account .  
The development environment runs through Morpheus Labs

Resources on our side include developers and software architects, PMs etc.

ETH 2.0 to keep transaction costs low.

## Value Propositions

A decentralized, secure and fast Tamagotchi environment. All interested customers can participate in the game and interact with friends by simply logging on to Metamask.

Manipulation or interference by the offering entity is thus avoided. Each transaction can be clearly tracked and cannot be prevented.

Moreover, accounts cannot be locked by the provider, so there is no risk of losing the game state.

## Customer Relationships

Ordinary B2C relationship. The customer pays for feeding or reviving the Tamacoinchi with a small amount of ETH.

Since customers only log in through their MetaMask account, the relationship between them can be considered relatively anonymous.

## Channels

Advertising for cryptocurrency magazines. The readers usually already hold cryptocurrencies themselves and are often gaming-savvy.

## Customer Segments

Tamagotchi lovers from the 90s who also have a fascination for the blockchain.

Since all transactions are stored in the blockchain, customers can rest assured that they do not contain errors.

## Cost Structure

Costs for developers and software architects. Product managers, marketing, etc. (= general personnel costs)

Fixed costs (office, electricity, etc.)

## Revenue Streams

The ETH that have to be spent for feeding and reviving go fully to the provider (us).