










# The Business Model Canvas

Designed for: Java for Smart Phone Dev

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<b>Key Partners</b>   Users all around the world who want to improve their financial management and want to save money to achieve a financial goal.  Household managers who wish to efficiently control the incomes and outcomes of a household. The savings can be used later as part of house projects, vacations, etc.  Small to medium size companies who are looking for a fast, fun way to control their finances in a customizable manner.	<b>Key Activities</b>   Create a budget to allocate income to task/expenses/commodities  Specify the daily outcomes of money such as commodities, necessities, food, etc.  Set reminders of important payments, such as rent payments, payment to customers or payment of services.	<b>Value Propositions</b>   Help common users improve their financial situation by planning accordingly to a budget.  Educate people on a personal financial culture.  Improve household and companies finances and help them reach a financial goal.	<b>Customer Relationships</b>   Updates to include new features.  Feedback from users will be considered for improvements.	<b>Customer Segments</b>   Small and medium size companies.  Households around the world.  Workers who wish to consolidate their finances
<b>Key Resources</b>   - Android Smart phones - Android Tablets  - Graphs and tables detailing expenses per day, month and year.	<b>Channels</b>   Android app store.  Web page of app.  Advertisement.			
<b>Cost Structure</b>   Marketing, promotions and communications  Possibility to upgrade to "ad-free" app.		<b>Revenue Streams</b>   Purchase of app		



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DESIGNED BY: Strategyzer AG

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