Master's Degree in Informatics Engineering
POLYTECHNIC SCHOOL
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Technological Business Management and Entrepreneurship
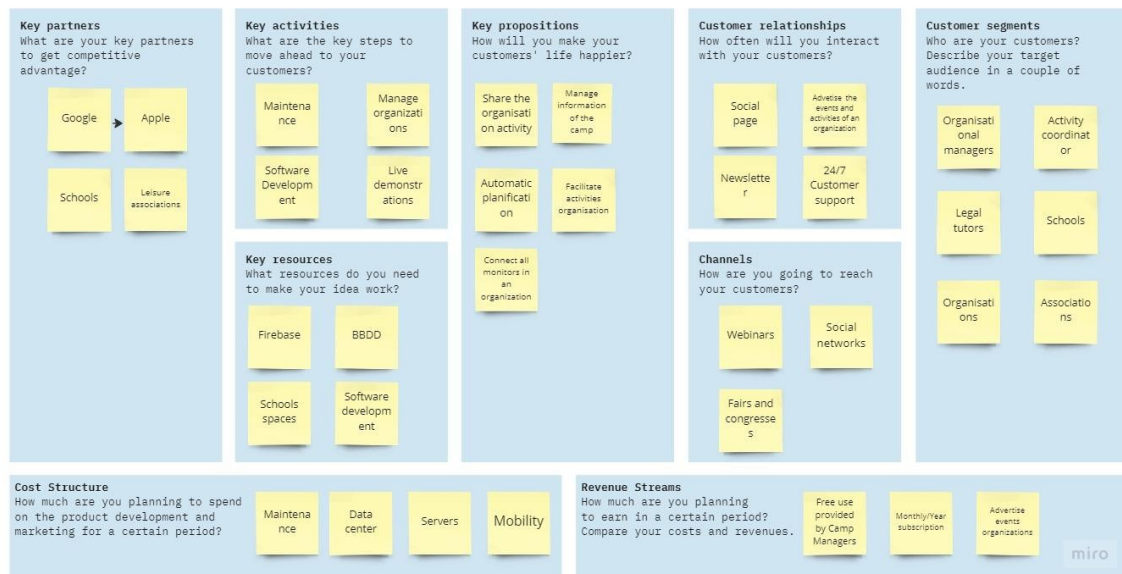
Assignment 0: Draw a Business Model Canvas

Group 2 - Camp Manager

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Draw and understand your BMC based on your project/company. Explain different keys drivers used, select and argue them.

CampManager Business Model Canvas

For the design of the CampManager Business Model Canvas, the following different keys have been taken into account to describe and analyze the business model effectively:

1. Identify the value proposition: Identify which are the key points that satisfy the needs or desires of customers and make a difference from competitors.

2. Know your customers: Identify what type of clients does the business have, what motivates them, and how is the business delivering value to them. Research the needs, wants and preferences, and consider how products or services can be customized to meet specific needs.

3. Definition of the market segment: Identify the target audience, which may be broader than the idea for which the business originates, and the segmentation of the market based on the common characteristics of the clients. In this way, it is possible to focus resources on the most relevant and profitable areas.

4. Competitor analysis: Research competitors to understand their strengths and weaknesses. Identify what they do well and what can be done better than them. This information is used to adjust and improve the value proposition.

5. Identification of sources of income: Clearly define how income can be generated and how it can be related to the value proposition. Identify the different sources of income and how they contribute to the success of the business model.

6. Cost analysis: Identify key costs and how they relate to the value proposition and revenue streams. Identify areas where costs can be reduced without compromising the quality and value of products or services.

7. Defining key partners and suppliers: Identify the key relationships needed to develop and deliver the value proposition. Identify the suppliers, partners and collaborators that are essential for the success of the business model.

8. Design of an effective channel structure: Identify the most effective communication and distribution channels to reach potential customers and deliver the value proposition. Define how to use each channel and how it will work to improve efficiency and impact.

Ideate, create, describe, explain and discuss the different key drivers within the BMC.

The value proposition of this business seeks to satisfy the need to manage the organization of entities related to the development of leisure activities, by unifying the entire management process in one place, automating the most complex tasks, being a connection point between all entities and managing the publicity of the activities to the public.

In order to carry out the aforementioned value proposition, it is necessary to define the customers of the business. The main clients are the managers of the organizations and the coordinators of the activities. The organizations that are part of the customer base can be very different, such as schools, NGOs, private leisure organizations, and many more. These market segments are characterized by being entities that organize and manage activities that can be large-scale, so they need a tool that provides easy management control.

However, the product is not only oriented towards entities, but it can also be interesting for the legal guardians of those participating in the activity, to see how they are being developed or to look for activities in which to participate.

Regarding the sources of income related to the activity of the company, these can be classified into two different groups.

On one hand, the main source of income comes from organizations' monthly and yearly subscriptions. If they want to increase the number of members and events they can manage, they have the option of subscribing monthly or annually to the services provided by the app.

On the other hand, the second source of income comes from advertising generated on social networks from activities or events that organizations are managing or preparing. Showing ads relevant to organizations or parents of children attending camps.

With regard to the costs related to the activity of the company, these can be classified into two main groups; The costs associated with the development of the software and its maintenance (such as the servers, data center, software licenses and maintenance-related expenses), and the costs related to the promotion of the software, such as marketing, the preparation of stands at fairs and other expenses that may arise.

Another key point to consider is the key partners and suppliers. To begin with, the most important partners are schools and leisure associations. These types of entities have spaces in which the product can be advertised and indirectly able to attract more resources for the organizations, which implies an increase in income due to the increase in resources needed by the entities, or due to the advertising carried out in these types of presentations.

The main reason why this type of presentation can increase income is the fact that it will be showing the different activities to the legal guardians that may be interested in them. In addition, being able to have more control of the development of the activities can make them more inclined to go to those organizations that already make use of the product. Finally, it is also worth noting the technology companies Google and Apple that allow us to maintain the product and reach the largest number of customers.

Understanding type of business and how to evaluate Key Activities, Resources, and Partnerships in this context.

CampManger is a project that focuses on developing software for organizations that manage and create camps. The category in which the business model focuses is on offering technology and educational solutions, therefore it can be classified as edtech (educational technology).

Therefore, it is important to have partners that promote and defend this category. For example, to be able to launch the app on all Apple and Google devices, since it is necessary to have the licenses to be able to publish the application on their platforms (for a greater reach).

Also, schools and leisure associations are adopting and implementing new technologies in their teaching systems and it is always a good thing that they learn about the new products that are used to manage the activities and events of organizations.

In order to successfully carry out the business idea, one of the key resources is a Software Engineering team that can carry out all the development of the application, being able to use different cloud technologies to store the data of the organizations and creating other functionalities that may be useful for customers. In addition to the activities that will be carried out in order to satisfy the needs of the clients, this team will also focus on maintaining the state of the application, correcting bugs, errors and launching new functionalities.

In parallel, another key activity is live demonstrations where the product can be presented and its functionalities taught to users. Schools and leisure associations come into play for this, as previously mentioned, as they have spaces in which the product can be presented and attract the attention of those parents/legal guardians interested in this type of activities.

Evaluate the effectiveness of Customer Relationships and Channels.

The interaction with customers will be carried out through three main channels:

The first channel will be Webinars, which are a live online presentation during which participating viewers can submit questions and comments. In these sessions, potential customers will be introduced to the app and will be shown how it works.

In addition to Webinars, congresses and fairs will be attended where the product will be presented and the app will be demonstrated live, and customers who are already using it would be able to participate (advertising indirectly). In this way, the idea that the product is effective in a real environment and satisfies the needs can be exploited, which helps to increase the number of business partners and customers.

Finally, relationships will be maintained with the network of clients and partners through the social page, a functionality found within the app. With a newsletter system, the most outstanding news and events will be published. Here the business partners can choose to advertise their events on a larger scale, either by positioning themselves in the top positions, or by being part of the list of sponsors in webinars, congresses, etc.

Explain and argue the following questions: Which kind of company would you like to work? On your own company or maybe on a third company? Traditional or Modern one?

Working for your own company can be incredibly rewarding because you have complete control over the direction and vision of the company. You get to decide which projects to work on, which technologies to use, and how to solve problems.

However, starting and running your own company is a significant undertaking that requires a lot of time, effort, and resources. It can be risky, especially in the early stages when the company is not yet established and doesn't have a proven track record.

Working for a third-party company has its own advantages and disadvantages. On one hand, you don't have to worry about the financial risks of starting your own company. You also get to work with other people and learn from their expertise. Additionally, established companies often offer benefits such as health insurance, retirement plans, and paid time off. However, working for someone else means you have less control over the projects you work on and the direction of the company. You may also have less flexibility in terms of work hours and company policies.

Traditional companies have been around for a long time and tend to have established processes and procedures. They often have a hierarchical organizational structure and may be slower to adopt new technologies and ways of doing things. However, they tend to be more stable and offer more job security.

Modern companies instead tend to be more dynamic and innovative. They are often more flexible in terms of work hours and company policies, and they may have a more collaborative work environment. Modern companies also tend to be more open to new technologies and ways of doing things, but they may be less stable and offer less job security.

In our opinion, the ideal company to work for depends on your personal goals and preferences. If you are entrepreneurial and enjoy taking risks, starting your own company may be the way to go. However, if you value stability and job security, working for an established company may be a better fit. Similarly, if you enjoy working with new technologies and want to be part of an innovative and dynamic team, a modern company may be the right choice. If you prefer a more established work environment with clear procedures and policies, a traditional company may be a better fit.

In conclusion, there is no one-size-fits-all answer to the question of which kind of company to work for. It's important to consider your personal goals and preferences, as well as the specific industry and job you are interested in, before making a decision.