Key partners
What are your key partners to get competitive advantage?

- Webshops
- KEA
- Cloud Service providers - Azure
- AI & ML companies to understand & predict users wishes before they happen
- Security and Compliance Providers

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

- User interviews
- UAT before pushing to prod, to ensure features align with user
- Database development
- Development of the wishlist project.
- CI/CD
- Sprints, with ongoing user interviews.

Key propositions
How will you make your customers' life happier?

- Thatthey have one place to keep there wishes
- That they can share the wishlist with others to make it easier to buy gifts
- That they, get an easy overview of what gifts has been reserved, so there are no double gifts
- Easy to find the exact product that is wished, no need to buy the wrong gift.

Customer relationships
How often will you interact with your customers?

- Its a self-service product
- if the need support regarding issues eg login, delete account or wish
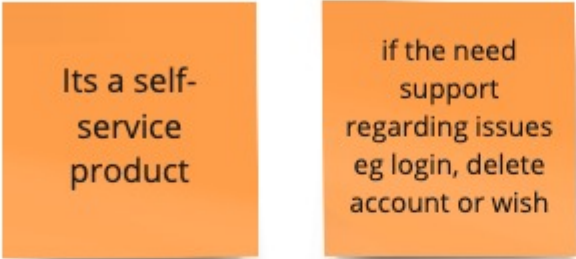
Customer segments
Who are your customers? Describe your target audience in a couple of words.

- people of all ages becouse families share it
- people who wants to share there wishlist with there friends, family
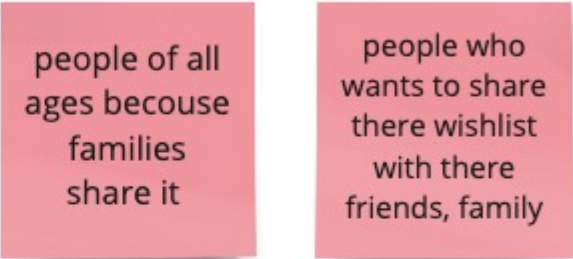
Key resources
What resources do you need to make your idea work?

- A development team with all the capabilities
- A cloud service provider, Azure
- Ads to test the interest in the project and get new users.
- Ongoing user interviews, so we are on track with what the users want.
- Funding to hire talent.

Channels
How are you going to reach your customers?

- Web based app
- Native IOS app
- Intergrate direct on other webshops so they can add to there wishlist direct on the website.
- Native Android app
- Google chrome extension, to add any link to the wishlist quickly.

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

- salary DEV team costumer support
- Azure host website host database
- host website
- host database
- marketing

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

- affliate links for products on site
- premium features