

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

<div>Key Partners</div> <div>Organisations who want to invite people to their events to market their company and products</div> <div>Individuals who want to participate events to pass time or to meet more people</div> <div>Professional who want to meet new business partners (in the future)</div>	<div>Key Activities</div> <div>Register events to participate</div> <div>Save events to like-list to consider in the future</div> <div>Manage participants list</div> <div>Manage events to participate</div> <div>Key Resources</div> <div>Registered users (they can organise events or participate events)</div> <div>Registered organization (in the future)</div>	<div>Value Propositions</div> <div>Help individual locate events nearby to participate</div> <div>Provide individuals and organization a platform to market and promote their events</div> <div>Provide individuals and organization a platform to manage participants list and broadcast their organised events</div>	<div>Customer Relationships</div> <div>Individuals and organizations who use the app</div> <div>Channels</div> <div>mouth to mouth marketing of the app</div> <div>posters on campus (e.g. CMU)</div>	<div>Customer Segments</div> <div>University students</div> <div>Individuals who like organising events</div>
<div>Cost Structure</div> <div>Marketing & Promotion</div> <div>Communications</div> <div>Software Development</div> <div>Product Management</div>			<div>Revenue Streams</div> <div>None for now</div> <div>Participation fees for events (in the future)</div>	