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| **Canvas Business Model** | | | |  | |
| **Key Partners** | **Key Activities** | **Value Propositions** | | **Customer Relationships** | **Customer Segments** |
| * Google Play Store * AppStore | * Marketing * Software development and updates | * This application is an easy-to-use app that allows the user to control their TV from their phone * Solves problems like needing a different remote * Saves user time by the remote being available on their phone | | * Ads on social media * App Store/ Play Store promotions * Word-of-mouth referrals | * Everyday people between ages 18-55 watching TV * Smart TV owners |
| **Key Resources**   * Customer support team * Sales analytics team * Software development team | **Channels**   * Google play store ads * App Store ads |
| **Cost Structure** | | | **Revenue Streams** | | |
| * Cost of designing the application * Cost of developing the application * Cost by posting application on Google/ Apple app stores | | | * Profit from subscription * Ad revenue | | |