BUSINESS MODEL CANVAS

Project Title: Family Tree

Team Members:
Ayda Yurtoglu
Constance Arnoux
Karabo Kobola
Sergei Khmiziuk

Key Partnerships

- Cloud Infrastructure Providers:
  - Partnerships with platforms such as MongoDB Atlas or Supabase to ensure secure, scalable data storage.
- Distribution Platforms:
  - Apple App Store and Google Play for global mobile distribution.
- Development Ecosystem:
  - GitHub for code management, version control, and continuous deployment.

Key Activities

- Product Development:
  - Ongoing improvement of mobile/web apps, including UI updates and new features.
- System Maintenance & Security:
  - Managing databases, ensuring GDPR compliance, and performing regular backups.
- Customer Support & Onboarding:
  - Helping users with account setup, troubleshooting, and smooth family onboarding.

Key Resources

- Technical Expertise:
  - Skilled developers and designers with experience in mobile development, cloud systems, and UX/UI design.
- Core Infrastructure:
  - Laptops, servers, test devices (Android & iOS), and cloud hosting resources.
- Proprietary Codebase:
  - The application logic, interface components, and AI-based search functionalities.

Value Propositions

- Centralized Family Memory Hub:
  - A secure, organized platform where families can store, preserve, and share memories, recipes, stories, and heritage across generations.
- Smart, Time-Saving Features:
  - AI-assisted search, structured family profiles, and automated reminders for birthdays and milestones.
- Emotional & Cultural Preservation:
  - Ensures that family history is documented and accessible to future generations, strengthening bonds and legacy.
- Modern Collaboration:
  - Multiple family members can contribute, upload content, correct information, and build a shared digital heritage.

Customer Relationships

- Simple, Guided Onboarding:
  - Step-by-step onboarding to help users understand key features quickly.
- Automated Engagement:
  - Push notifications for reminders, anniversaries, and family activity.
- Continuous Support:
  - In-app help center, FAQs, and email support for quick issue resolution.

Channels

- Mobile version of webpage.
- Mobile app (iOS/Android).
- Word of mouth: Families invite relatives via QR or links.

Customer Segments

- Mass Market:
  - Families of all backgrounds seeking a secure space to preserve memories.
- Genealogists & Heritage Enthusiasts:
  - Individuals focused on documenting and exploring family lineage.
- Expats & Multi-Generational Families:
  - People looking to stay connected across countries and generations.

Cost Structure

- Technology Infrastructure Costs:
  - Cloud hosting fees, database storage, and API usage charges.
- Platform Distribution Costs:
  - App Store and Google Play developer fees.
- Operational Costs:
  - Maintenance, customer support, design updates, and backend monitoring.
- Marketing & Growth:
  - Social media advertising and partnership collaborations.

Revenue Streams

- Basic functionalities is free:
  - Add, Edit, Delete information
- Premium subscription:
  - AI filter and search
  - Digitization of content
  - Invite family members to collaborate
  - Video uploads