FicRec

Week of January 19, 2015

Key Partners

Online wikis (ex. tvtrope.org)

Online forums on fiction and entertainment (ex. myanimelist)

Key Activities

Collect a large number of fiction

Recruit engineering talent

Marketing

Key Resources

Good software engineers and web developers

Data scientists

Large base of free online entertainment to start with

Value Propositions

Fast accurate entertainment recommender

Entertainment reviews

Targeted ads

Cust. Relationships

Dedicated support for early users

Referrals

Customer surveys

Online ads

Channels

Company's website

Cust. Segments

People looking for personalized fiction recommendations

Advertisers

Reviewers

Creators looking to make their free online fictional work more well-known

Cost Structure

People

Data hosting

Marketing

Revenue Stream

Advertising