**Business Canvas Model**

**Problems**

* In other applications for kids, there is content which is not appropriate for children for example DOREMON the content they promote is unethical for a child on the basis of our religion
* Irrelevant advertisements on application
* No preset time limit
* Anyone can upload videos
* Only worldly things are promoted on air for the child’s bringing up.

**Solutions**

* In this application, there will be only content which is appropriate for kids
* No one except the admins can upload videos
* Preset time limit for the application use
* No irrelevant advertisements
* Religious videos are also introduced in order to make a child mindset according to religious moral values

**Key Metrics**

* Filtering & uploading latest content
* Marketing & Customer acquisition
* Content based on search
* Maintenance of app

**Unique Value Proposition**

* Simple UI
* Appropriate content
* Screen lock after timeouts
* Reward based on activity

**Unfair Advantage**

* No irrelevant promotions

**Channels**

* Mobile Application (Kidstube)
* Advertising & Promotions
* Facebook page

**Customer Segments**

* Users
* Enterprises
* Developers
* Advertisers

**Cost Structure**

* Development Team
* Hardware & Software
* Deployment cost
* Marketing cost

**Revenue Streams**

* No of downloads
* Advertisements
* Annual Subscriptions