UnBiasedVote

Business Model Canvas (draft)

Lillian Jimenez
ENG 2575

Part I - Prototyping

These are the segments of the business model canvas I have organized them in a suggested order.
I thought I should understand what was required of each section better in order to start so I researched it.

I. Customer Segment

What I need

- The customer (their current and future needs)
    - Their strengths and weaknesses
- Which customers may benefit the company
- The type of customer who may benefit the company the most
- Potential future customers

II. Value Proposition

A. What core value do you deliver to the customer?
B. Which customer needs are you satisfying?

What I need

- what problem am I trying to solve
- How can it be improved so it makes a better service than competition
    - What do you want the customer to remember about the service once they've used it.

III. Distribution channels

A. Through which channels that your customers want to be reached?
B. Which channels work best? How much do they cost? How can they be integrated into your and your customers' routines?

- Id customer channels
- The Strength of the channels identified

IV. Customer Relationship

    A. What relationship that the target customer expects you to establish?
    B. How can you integrate that into your business in terms of cost and format?

What I need

- What type of relationship does the company look to establish
- The value of the customer

V. Revenue Stream

    A. For what value are your customers willing to pay?
    B. What and how do they recently pay? How would they prefer to pay?
    C. How much does every revenue stream contribute to the overall revenues?

US Vote revenue streams

"US Vote is a private, nonprofit, nonpartisan public charity founded in 2005, incorporated in the state of Delaware. The foundation is fueled and run by volunteers (thank you, team!), funded by individual donations (thank you, dear voters) and private civic-oriented foundation project grants (thank you, dear funders). Self-sustaining revenue comes through licensees of US Vote's Election Data and APIs, and its Hosted Solution - Voter Services. The foundation has no official connection to any government entity."

What I need

- The effective price
    - Iterations of pricing

VI. Key Resource

A. What key resources does your value proposition require?
B. What resources are important the most in distribution channels, customer relationships, revenue stream…?

What I need

- List resources
    - Find what you can make from them
- How much of these resources you need

VII. Key Activities

A. What key activities does your value proposition require?
B. What activities are important the most in distribution channels, customer relationships, revenue stream…?

What I need

- Find key activities
- How do the key activities coincide with revenue streams
- Evaluate their impact
-

VIII. Key Partners

A. Who are your key partners/suppliers?
B. What are the motivations for the partnerships?

What I need

- ID key partners
    - Make future partnership plans

IX. Cost Structure

A. What are the most cost in your business?
B. Which key resources/ activities are most expensive?

What I need

- All costs associated with the project
- A specific budget

Source:

"Business Model Canvas: A Complete Guide." Cleverism. March 23, 2016. Accessed November 02, 2017. https://www.cleverism.com/business-model-canvas-complete-guide/.

Part II - Complete Canvas

Links:

https://canvanizer.com/slideshow/weHcVSBTRogbk -Slideshow

The Business Model Canvas	Designed for **UnBiased Vote**	Designed by **Lillian Jimenez**	Date **11/8/17**	Iteration - **1**

Key Partners
Now:
APIs from various hosts, Google, US govt. And US vote Foundation
My expertise/ Ability to wireframe

Future:
private civic-oriented foundation project grants
Public Grants
Individual donors
Organizations supportive of the project
Volunteers who help out

Key Activities
 Key activities try to help solve the apathy found in younger voters by making information easy to find and utilize by:
- Providing an easy to use website
- Providing access easily
- Utilizing social media to increase interest
- Activities key to distribution channels are
- Providing a website
- Providing updated information
- Providing social media postings
Activities important to maintaining customer relationships are
- Providing trustworthy content
- Being transparent about funding and purpose
- Providing interesting content on social media
- Activities fundamental to revenue streams are
- Applying for Grants and other Partnerships
- Accepting donations
- Searching for Volunteer help
Impact of these: - funding may be hard to come by
- The information is already readily available
- Social media is diffcult to keep up with

Key Resources
Now
Full API's which provide all information needed for the completion of the project
A need for this type of service
A hole in the market of this type of service
A large group of customers who might be interested in this service
A number of free services which can be utilized to market and publicize the project
Future Planned REsources
Volunteers who help to run the site
Funding from grants
Funding from private individuals

Value Propositions
The problem I am trying to solve is younger generation's apathy with voting, in local and federal elections.
- Competition sites are useful but they have too much of only certain types of info and the info is not found as easily as I would like, after hours of searching I have found half of what i wanted in a readable format. Others have logins which you must sign up for to find information.
- I want the customer to remember how easy it was to find exactly what they were looking for quickly and without having to jump through hoops to get that information

Customer Relationships
- The company will be or aim to eventually be a not for profit organization.
- Therefore the relationship with customers will strive to be one of trust in the information provided to be completely unbiased and from sources that are reputable. (No "Fake News"!)
- And if there are mistakes the customer has trust that the site will be completely transparent about those mistakes.
- The customers are what will keep the company going, but not to the point that the information provided will be compromised in any way in order to attract more revenue or clicks.
- The site will be independent of goals besides giving out information

Channels
The channels through which we will reach the most of our target customer will undoubtedly be social media.
- Much like Buzzfeeds rise to prominence, putting info out on all channels frequented by millenials will be important.
  Ie. Youtube
  Twitter
  Instagram
  Facebook
  Perhaps buzzfeed itself
The main distribution channel will be the site itself.
These channels are very strong but also very changeable, when one goes out of favor like vine did, another will rise in its place.

Customer Segments
US voters - specifically the demographic which does not vote, and is younger
Specifically Generation Z and Millenials
Their strengths:
 very tech savvy
Willing to vote for different parties more readily than older generations
Their weaknesses:
Shorter attention spans, as a result of new tech
Apathetic about voting in the first place
The type of customer who may benefit the company most would be those who went on the site, read the material and this resulted in them voting for the candidate they wanted. As well as someone who perhaps added their insight to a wiki like site.
Potential future customers are those in high schools, perhaps they will be more interested in politics and voting at a younger age if the service or platform they are using is offered in a way they can readily consume.

Cost Structure
 For Now
Designing a wireframe
Hiring someone to advise on the backend
Possibly doing an introductory video for potential backers to see
In the future
Designing the prototype
Getting volunteers
Applying for grants/ contacting possible interested parties

Revenue Streams
Since it will be non profit and non partisan, there will be no fee to access, and ads would be contrary to what the site is about.
- There would be a donation page for those who want to support the project, as well as grants which will be applied for.
  - These grants might be provided by interests and parties who want the low voter turnout to be increased.
    - Ex. LOCelections an initiative of the US Vote Foundation.
    - Private civic oriented grants
    - Individual donations
With the initial investment of 6,000, we can achieve:
  - A full website wireframe of the design and layout
  - A full plan for the backend integration with API's and other content
  - A short introductory Video describing what the project is trying to accomplish