

The Business Model Canvas		Designed for UnBiased Vote	Designed by Lillian Jimenez	Date 11/8/17	Iteration 1
<div><div><div>Key Partners</div><div>Now: APIs from various hosts, Google, US govt. And US vote Foundation My expertise/ Ability to wireframe</div><div>Future: private civic-oriented foundation project grants Public Grants Individual donors Organizations supportive of the project Volunteers who help out</div></div></div>	<div><div><div>Key Activities</div><div>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 difficult to keep up with</div></div></div>	<div><div><div>Value Propositions</div><div>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</div></div></div>	<div><div><div>Customer Relationships</div><div>- 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</div></div></div>	<div><div><div>Customer Segments</div><div>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.</div></div></div>	
	<div><div><div>Key Resources</div><div>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</div></div></div>		<div><div><div>Channels</div><div>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.</div></div></div>		
<div><div><div>Cost Structure</div><div>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</div></div></div>		<div><div><div>Revenue Streams</div><div>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</div></div></div>			