

Alternative Canvas

Primary Canvas

**X**

*Date:*

01/31/2013

*Team or Company Name:*

BLOCKS – Lichen Han, Gordon Yang

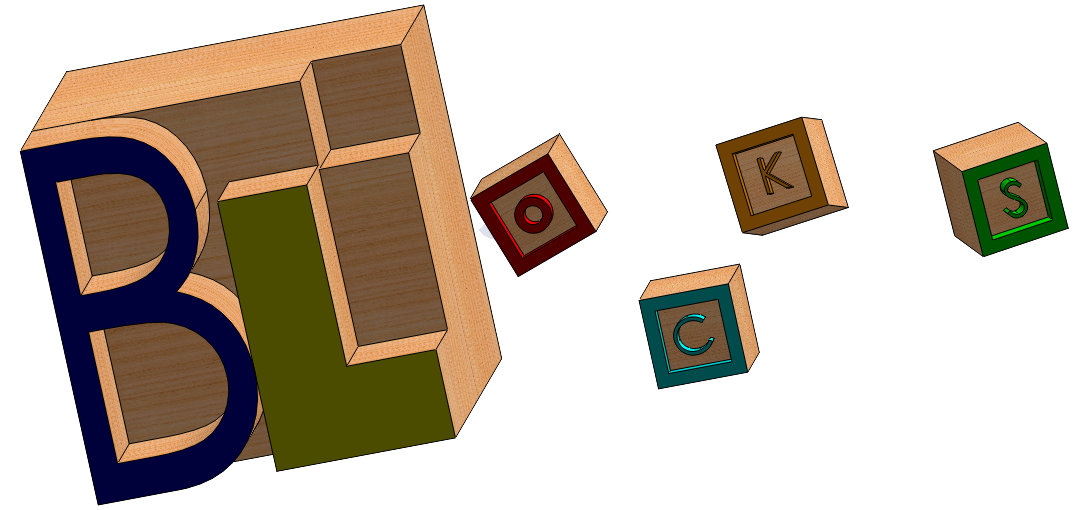
Top of Form

The Business Model Canvas

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| --- | --- | --- | --- | --- | --- |
| *Key Partners*   * Universities and college campuses for .edu emails. * Web hosting services for domain name and servers. | *Key Activities*   * Fundraising. * User Interface/Experience design * Front-end and Back-end development. * Tools development. * Marketing. * Advertising * Search engine optimization. | *Value Proposition*   * 1) Social networking among collaborators and students. * Showcase resume, skills, course history, etc in a personalized portfolio. * Shop for academic and extracurricular projects to get involved in. * Post project ideas and create projects groups with open positions. * Find compatible team members. * Recruit necessary team members and talents. * 2) Single platform for collaborative work. * Manage team members and project requirements – specifications, deadlines, goals, etc. * Manage collaboration resources – editing, polling, sharing, etc. and recruit team members. * Various tools to keep track of division of labor, project versions, designs, discussion threads, scheduling, etc. | | *Customer Relationships*   * Update tools used for collaboration. * A social environment for networking among collaborators. * Continual software, service and design improvement. * User study and research – consumer feedback. | *Customer Segments*   * College students |
| *Key Resources*   * Web developers * Graphic designers * UI designers * Marketers * Financial analysts * Web server | *Channels*   * Web advertisement leads to our website from potentially related sources. * Campus PR and flyers directly target our market group. * Word of mouth is free. |
| *Cost Structure*  Higher cost   * Design. * Development (user-generated content keeps production cost low)   Lower Cost   * Marketing. * Advertising. * Web hosting. | | | *Revenue Streams*   * Consumer will most likely prefer a Freemium Model – free to use but pay for features like advanced portfolio options and collaboration tools. * Profit from potential web ads. * Potential contract with companies interested in user generated projects * Given strong user base and low production cost, there are definitely many ways to make profit. | | |

*Source:* [*www.businessmodelgeneration.com*](http://www.businessmodelgeneration.com)



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| *Key Partners*   * Universities and college campuses for .edu emails. * Web hosting services for domain name and servers. | *Key Activities*   * Fundraising. * User Interface/Experience design * Front-end and Back-end development. * Tools development. * Marketing. * Advertising * Search engine optimization. | *Value Proposition*   * 1) Academic purpose only site for college students to find group members. * Profiles with major, course history, relevant work experience, skills. * Quickly search and filter for classmates and peers with same courses seeking academic project groups. * 2) Single platform for collaborative work. * Manage team members and project requirements – specifications, deadlines, goals, etc. * Manage collaboration resources – editing, polling, sharing, etc. and recruit team members. * Various tools to keep track of division of labor, project versions, designs, discussion threads, scheduling, etc. | | *Customer Relationships*   * Ability to quickly search and filter for users taking same courses * Update tools used for collaboration. * Continual software, service and design improvement. * Connect with campus software. * PR with campus – student feedback. | *Customer Segments*   * College students * Universities * Professors |
| *Key Resources*   * Web developers * Graphic designers * UI designers * Marketers * Financial analysts * Web server | *Channels*  Primary – most important   * Campus PR and flyers directly target our market group. * Word of mouth is free.   Secondary   * Web advertisement leads to our website from potentially related sources. |
| *Cost Structure*  Higher cost   * Design. * Development (user-generated content keeps production cost low)   Lower Cost   * Marketing. * Advertising. * Web hosting. | | | *Revenue Streams*   * Charge universities or students for use of collaboration tools. * Profit from potential web ads. * Or follow a non-profit model. | | |

*Source:* [*www.businessmodelgeneration.com*](http://www.businessmodelgeneration.com)