The Business Model Canvas

Key Partnerships

- VŠPJ
- Reputable authors

Key Activities

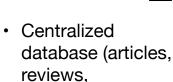- Centralized accepting and managing articles
- Easier review process
- Communication between different roles (removing the necessity of email)

Key Resources

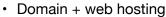- Database with articles, reviews, communications (comments)
-

Value Propositions

- Centralized database (articles, reviews, communication)
- Reducing time to review process of articles

Customer Relationships

- Intuitive UI & UX
- Bookmark articles

Channels

- Web
- Social medias
- Posters
- School PR

Customer Segments

- Article authors
- Editors
- Reviewers
- Chief editors
- Administrators
- Readers

Cost Structure

- Domain + web hosting
- Time for development
- Services time (support)

Revenue Streams

- None, project for a university

Strategyzer
strategyzer.com