## The Business Model Canvas

Designed for:

BeetleJuiceros

Designed by:

Kernel Team

15. 10. 2023

**Customer Segments** 

Version:

Key Partnerships



Key Activities



Value Propositions



Customer RelationshipsIntuitive UI &

Bookmark

articles

UX



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

VŠPJ

- Reputable authors
- 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)  Optimizing workload for customers

- Centralized database (articles, reviews, communication)
- Reducing time to review process of articles
- Easier process of publishing articles
- Better management of the data
  - Privacy
  - Less papers

Channels



- Web
- Social medias
- Posters
- School PR

Cost Structure

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



Revenue Streams

· Project funded by the university

