

# BUSINESS MODEL CANVAS

## KEY PARTNERS

CONTENT PRODUCERS  
TECHNOLOGY PROVIDERS  
DISTRIBUTION PARTNERS

## KEY ACTIVITIES

CONTENT ACQUISITION  
DEVELOPMENT  
STREAMING PLATFORM  
CUSTOMER SUPPORT

## KEY RESOURCES

CONTENT LIBRARY  
INFRASTRUCTURE  
INTELLECTUAL PROPERTY

## VALUE PROPOSITIONS

EXTENSIVE CONTENT LIBRARY  
CONVENIENCE  
HIGH-QUALITY STREAMING  
OFFLINE VIEWING  
PERSONALIZED RECOMMENDATIONS

## CUSTOMER RELATIONSHIP

WEBSITE SUPPORT  
CUSTOMER SERVICE  
SOCIAL MEDIA ENGAGEMENT

## CUSTOMER SEGMENTS

INDIVIDUALS  
FAMILIES  
BUSINESSES

## CHANNEL

WEBSITE  
MOBILE APPS  
SMART TVs  
GAMING CONSOLES  
STREAMING MEDIA PLAYERS

## COST STRUCTURE

CONTENT LICENSING FEES  
ADMINISTRATIVE COSTS  
CUSTOMER SUPPORT COSTS  
CUSTOMER ACQUISITION COSTS  
CONTENT LICENSING FEES  
TECHNOLOGY INFRASTRUCTURE COSTS

## REVENUE STREAM

SUBSCRIPTION FEES

# BUSINESS MODEL CANVAS

## KEY PARTNERS

INVESTORS  
DEVELOPERS  
EMPLOYEE  
ENGINEERS  
SOFTWARE COMPANY  
ADVERTISING PARTNERS  
HARDWARE  
MANUFACTURERS:

## KEY ACTIVITIES

GOOD SERVER  
BETTER UI  
SECURITY  
USER VERIFICATION  
REDUCE PLAGIARISM

## KEY RESOURCES

DEVELOPERS  
SOFTWARE ENGINEERS  
DOMAIN, SERVER  
LICENSE  
TECHNOLOGY  
BRAND REPUTATION

## VALUE PROPOSITIONS

MESSAGING  
SOCIAL NETWORKING  
MEDIA  
ENTERTAINMENT  
BUSINESS  
CONTENT CREATION & SHARE  
EARN REVENUE THROUGH ADDS  
MARKET PLACE  
NEWS INFORMATION

## CUSTOMER RELATIONSHIP

EMAIL  
COMMUNITY BUILDING  
CUSTOMER SUPPORT  
GOOD SERVICE  
EARNING SYSTEMS  
SUGGESTIONS  
ADVERTISEMENT DISCOUNTS

## CUSTOMER SEGMENTS

AGE: 18+  
SEX: MALE, FEMALE,  
OTHERS  
STUDENT, ADULTS  
BUSINESSMAN, HOUSE  
WIFES ETC.

## CHANNEL

INTERNET  
WEBSITE  
MOBILE APPS  
DEVELOPERS  
OTHER SOCIAL MEDIAS

## COST STRUCTURE

DEVELOPERS FEE  
EMPLOYEE FEE  
EQUIPMENT COST  
SERVICE COST  
MAINTENANCE COST  
ADVERTISING COST  
DATACENTER

## REVENUE STREAM

SUBSCRIPTION  
ADVERTISEMENT  
BUSINESS FEEDS  
INVESTMENT  
DONATION

# BUSINESS MODEL CANVAS

## KEY PARTNERS

PAYMENT GATEWAY  
RESTAURANTS  
SOFTWARE ENGINEERS

## KEY ACTIVITIES

CUSTOMER SERVICE  
MARKETING  
MAINTENANCE  
CUSTOMER SERVICE

## VALUE PROPOSITIONS

FAST DELIVERY  
FOOD VARIETY  
CUSTOMER SERVICE  
FOOD QUALITY  
REASONABLE PRICE

## CUSTOMER RELATIONSHIP

QUALITY ASSURANCE  
DISCOUNT OFFERS  
TIMELY DELIVERY  
CUSTOMER SUPPORT  
PERSONALIZED  
RECOMMENDATIONS

## CUSTOMER SEGMENTS

SEX: MALE, FEMALE,  
OTHERS  
STUDENT, ADULTS  
BUSINESSMAN, HOUSE  
WIVES ETC.

## KEY RESOURCES

TECHNOLOGY  
DEVELOPERS  
DELIVERY MAN  
BRAND REPUTATION  
RESTAURANT PARTNERS

## CHANNEL

ONLINE APP  
DELIVERY  
WEBSITE  
SOCIAL MEDIA

## COST STRUCTURE

DELIVERY MAN FEE  
TECHNOLOGY  
DEVELOPERS FREE  
SUPPORT SERVICE FEE  
ADVERTISEMENT FEE  
APP SERVER COST

## REVENUE STREAM

FOOD SELLING  
DELIVERY CHARGE  
RESTAURANT SELL COMMISSION  
ADS INCOME  
PARTNERSHIPS