

# 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

## CHANNEL

WEBSITE  
MOBILE APPS  
SMART TVS  
GAMING CONSOLES  
STREAMING MEDIA  
PLAYERS

## CUSTOMER SEGMENTS

INDIVIDUALS  
FAMILIES  
BUSINESSES

## 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

CHANNEL

INTERNET  
  
WEBSITE  
  
MOBILE APPS  
  
DEVELOPERS  
  
OTHER SOCIAL MEDIAS

CUSTOMER SEGMENTS

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

COST STRUCTURE

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

REVENUE STREAM

SUBSCRIPTION  
ADVERTISEMENT  
BUSINESS FEEDS  
INVESTMENT  
DONETION

# BUSINESS MODEL CANVAS

## KEY PARTNERS

PEYMENT GETAWAY  
RESTURENTS  
SOFTWARE ENGINEERS

## KEY ACTIVITIES

CUSTOMNER SERVICE  
MARKETING  
MAINTENANCE  
CUSTOMER SERVICE

## KEY RESOURCES

TECHNOLOGY  
DEVELOPERS  
DELIVERY MAN  
BRAND REPUTATION  
RESTAURANT PARTNERS

## VALUE PROPOSITIONS

FAST DELIVERY  
FOOD VARIETY  
CUSTOMER SERVICE  
FOOD QUALITY  
REASONABLE PRICE

## CUSTOMER RELATIONSHIP

QUALITY ASSURANCE  
DISCOUNT OFFERS  
TIMELY DELIVERY  
CUSTOMER SUPPORT  
PERSONALIZED  
RECOMMENDATIONS

## CHANNEL

ONLINE APP  
DELIVERY  
WEBSITE  
SOCIAL MEDIA

## CUSTOMER SEGMENTS

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

## COST STRUCTURE

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

## REVENUE STREAM

FOOD SELLING  
DELIVERY CHARGE  
RESTAURENT SELL COMMISSION  
ADDS INCOME  
PARTNERSHIPS