

# The Business Model Canvas

Designed for:  
Gothenburgs VTS

Designed by:  
Project Titanic

On: 21 Feb 2017

1<sup>st</sup> iteration #

## Key Partners

Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

- Vessel Och deras kommunikation till oss
- PortCDM-host
- Kravställare på när man får komma in i sjöfartszon
- VTS
- Port authority Vilka skepp får komma in

## Key Activities

What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

- Förmedla information om
  - Sjötrafik
  - Miljözoner
- Koordinera sjötrafik inom hamnområdet
- Överblicka när ett fartyg lämnar ett område

## Key Resources

What Key Resources do our Value Propositions require?  
Our Distribution Channels? Customer Relationships?  
Revenue Streams?

- Verktyg för meddelandehantering
- Hämta relevant data från backend
- Visa relevant data med GUI
- Skicka data

## Value Propositions

What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

Genom att underlätta för VTS och förbättra deras processer kan man argumentera för att hela VTS funktion blir bättre, dvs att det kommer att leda till:

- Minskad risk för olyckor
- Snabbare transporter inom hamnområdet (inom koordinering av trafik)
- Större möjlighet att korrigera fartyg bort från miljö områden
- Bättre informationsflöde (fler uppdateringar)

## Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

- Vessel Enkla förhållanden, snabba effektiva
- Kravställare på sjötrafik Långsiktiga och djupa

## Channels

Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

- Direkt kontakt med Göteborgs VTS
- PortCDM
- De andra aktörernas utvecklare

## Customer Segments

For whom are we creating value?  
Who are our most important customers?

- VTS
- PortCDM

## Cost Structure

What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

NA

## Revenue Streams

For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

- Pro bono (CSN)