CANVANIZER 2.0 PREVIEW

## Key Partners

1. Who are your key partners?
2. Who are your key suppliers?

**AWS**

Amazon Web Services - probably the most viable option as host for our server

**Streaming Services // Content Providers**

Similarly to how IMDB shows where one can watch a given movie/show, we want to list the options for where to watch something, as well as include pricing for rental/purchase of individual Animes as well as for memberships to the streaming services that provide them - this might require access to non-public API's

Also in the context of getting affiliate commissions by redirecting people to streaming sites

**animerch.dk (or similar)**

Securing an affiliate agreement will be essential for revenue creation

**Shopify**

For (re)selling merchandise if affiliate sales revenue is insufficient.

## Key Activities

1. What are your key activities?

**DEVELOPMENT**

Creation, expansion, and maintenance of software that facilitates desired functionality

**SERVER**

maintenance and upkeep of server that provides the service (unless we use AWS?)

**Marketing?**

Likely to be word-of-mouth based.
Google AdWords is likely to be the best option for advertising ("where to watch x anime")

## Key Resources

1. What are your key resources?

**Cultural Insight of Western Market**

A lot of services and content in the space is currently provided by eastern entities, which often is apparent in the way the product is marketed and presented - however ours will be solely intended for western segments, wherein we find ourselves with great insight, both in regard to "weebs" and non-"weebs", as well as across a large generational span of people

**Competent Employees/Developers**

The man-power to develop and maintain the service - fortunately we're fully set on that front

## Value Proposition

1. What are your value propositions?

**Differentiation**

Anime related services are typically made for those already familiar with the space - we will provide a service that feels comfortable, intuitive, and welcoming for those unfamiliar with the world of Anime

**Social Value**

By normalizing Anime and making the experience of finding it digestible for newcomers, we hope to reduce the stigma that currently exists towards those who enjoy it by making it feels less "weeb"-esque; similarly to the positive effect imposed by Netflix adding Anime to their content portfolio.

**Economical Value**

The service is free of charge

**Environmental Value**

Not applicable except for merchandise-related activities, but generally there is little to no significant overlap between Anime-enthusiasts and those who care highly for the environment

## Customer Relationships

1. Your customer relationships?

**Forum Page for Community Creation/encouragement**

A forum page that seamlessly functions as a small-scale social media that specifically targets those interested in getting started with anime/manga, finding new ones, or discussing the ones they've already seen/read. We imagine a Reddit-esque vibe.
The idea is to have a general forum that can be categorized, as well as a individual comment-/discussion-thread on the page each respective mange/anime

## Channels

1. Channels

**Weebsite + Application**

Online presence

**Brick & Mortar?**

**Affect on Visibility**

## Customer Segments

1. Customer Segments

**Anime Enthusiasts**

Those who watch anime

**Anime Explorers**

Those who do not watch anime, but intent to start or are curious/interested in exploring that world/culture/genre

**Manga-Readers**

Those who read the Mangas instead of or as well as watching the corresponding anime.

## Cost Structure

1. What about your cost structure?

**Employee Salaries**

- Forum Moderators
- Developers

**Server Host**

AWS

**(Licensing)**

If we decide to make our own merchandise of trademarked content

**Other expenses**

- Lawyer fees
- Accounting

## Revenue Streams

1. What are your revenue streams?

**Mechandise**

Our primary revenue stream will be obtained by getting an affiliate commission by displaying merchandise sold by others - this will be different to the use of advertisement blocks (hence won't be a nuisance to the user), but hopefully it achieves the same result in terms of revenue.

**(Donations)**

Like with Wikipedia; we have the option to encourage donations to support the service - this would be a way to circumvent the need to monetize the website/app through advertisements

**(Monetization)**

Include ad-spaces in order to cover the costs of running and maintaining the service - would be ideal to circumvent, but serves as a last resort if revenue from merchandise sales is insufficient

Try out Canvanizer 2.0