



# Business Model Canvas

2nd Sem. 2022/2023  
Assignment 4 – 10 points

Sec No.: No.5

Group No.: 4

## Designed by (Students' name)

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## Business model type (according to models in Ch 4) (0.5 point)

Freemium model based on free integrations for a number of requests and usage patterns (per month).

After that, users and/or enterprises will have to pay to make use of the platform.

## Key Partners (0.5 point)

Collaboration tools, e.g. Google Workspace, they provide the core tools that the platform integrates.

Open Source projects, e.g. Production tools, they provide off the shelf solutions that we can use so we don't reinvent the wheels.

## Key Activities (1.25 point)

Well defined integrations with public popular tooling and an efficiency of doing so.  
Security of customer data across different integrations.  
Following industry standards, and making sure we integrate with good tooling.

## Key Resources (0.75 point)

Software Engineers, Product Managers, Sales, and intellectual properties, source code, production environment.

## Value Propositions (1.5 point)

Making collaborations easier by giving users the flexibility of what tools to use. As well as a way to manage a large number of groups dynamically.

Characteristics offered are flexibility, better performance, and better cost structure to use multiple suites of tools.

The platform serves one customer segment through the integrations with public tooling and hierarchical group structure to manage large groups and permissions.

## Customer Relationships (0.5 point)

Self-automated services, as well as personal assistance in case the task can not be automated.

## Channels (0.5 point)

Web sales, as Squad is a subscription based business and also sells add-ons and plugins for extra features.

## Customer Segments (1.5 point)

People who use collaboration tools, such as but not limited to, remote workers, education, and teams.

It is a mass market that is already established well in the industry.

## Cost Structure (1.5 points)

Around 300\$ will be spent before starting to manage resources and prepare demos for future customers.

There are no fixed costs as the platform architecture is pay-as-you-go for the company rather than paying a fixed cost, we pay for what we use only and make profit based on it.

## Revenue Streams (1.5 points)

Revenue comes from customers subscriptions, 19.99\$ per month or 199.99\$ per year. As well as the platform add-ons store that sell extra features and integrations starting from 0.99\$.

This is purely subscriptions fees and usage fee.