








<p>Who helps you (Key Partners)</p>  <ul style="list-style-type: none">* loose connections (see resources) but no explicit partners* connection to university and researchers in data- and software visualization* i've started growing a local mastermind group in zurich* ... ?	<p>What you do (Key Activities)</p>  <ul style="list-style-type: none">* develop the product* research, blog, teach* improve feedback loop (how user needs drive product development)* pitch, market* build a team	<p>How you help (Value Provided)</p>  <ul style="list-style-type: none">* overview over a code base, like a map provides overview over a territory* insight into code at a glance* leverage visual cognition (balanced cognitive load)* objective quality standards* visual team communication* diagrams are automatically congruent with code* objective indicator for what to unit test more* immediate feedback helps to be in flow* awareness of how code rots* actionable knowledge about clean code and architecture	<p>How you interact (Customer Relationships)</p>  <ul style="list-style-type: none">* process feedback constantly* user tests, focus groups etc.* user votings on next features* public Q&A* twitter	<p>Who you help (Customers)</p>  <ul style="list-style-type: none">* software developers who use Objective-c or Swift* international, mostly male* members of cocoaheads.org* users of cocoapods.org* readers of sites like qualitycoding.com or nshipster.com* from solo developers to big teams in big companies* product managers, product owners, SCRUM masters of Cocoa projects* fans of the agile and craftsmanship manifestos...* cocoacontrols.com, instantcocoa.io, learncocoa.org, cocoamanifest.net, cocoawithlove.com, sensiblecocoa.com ...
<p>Who you are & what you have (Key Resources)</p>  <ul style="list-style-type: none">* my expertise & time* connections to other developers & companies* online networks like LRA* local mastermind group* website & online profiles* very little capital* mac book pro, hardware		<p>How they know you & how you deliver (Channels)</p>  <ul style="list-style-type: none">* Mac App Store* website* twitter* online ads, SEO* guest posts on other sites* win some key persons over to mention Cocoalytics		
<p>What you give (Costs)</p>  <ul style="list-style-type: none">* living expenses (minimum 1400CHF / month)* marketing, ads, seo, website (no idea how much)* travel costs and fees for networking events* bureaucracy, accounting, taxes, trade mark registration ...* assistant, outsourcing simple tasks* web hosting, domains, communication* later possibly hiring people on project-basis		<p>What you get (Revenue and Benefits)</p>  <ul style="list-style-type: none">* App Store Sales* credibility, trust* visibility, opportunity to do client projects and consulting* experience, portfolio* a hell of a lot of fun		