







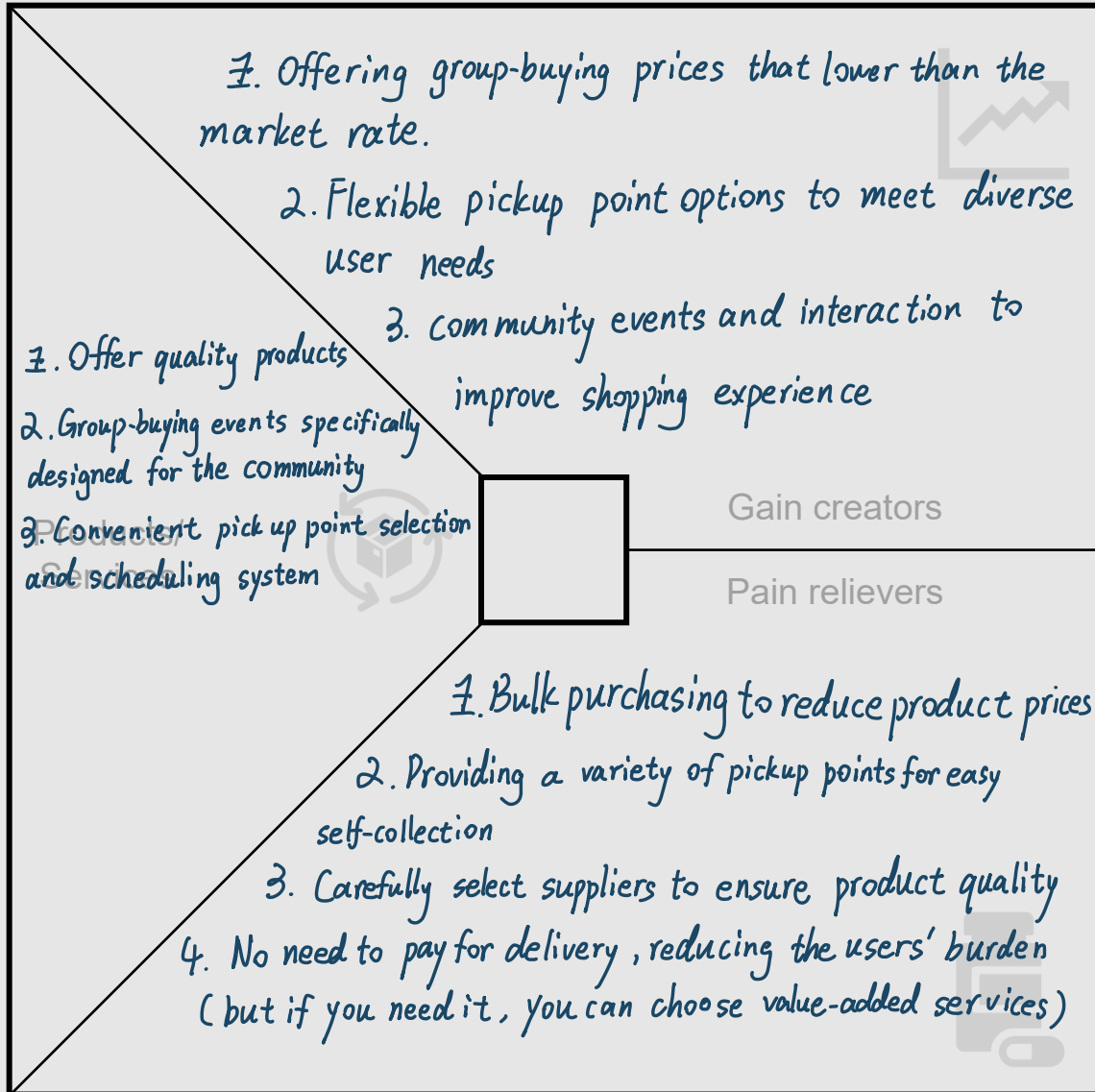


Business model canvas

<p>Key partners</p> <ol style="list-style-type: none"> 1. product suppliers 2. pick up point operators 3. Community leaders or organizers 	<p>Key activities</p> <ol style="list-style-type: none"> 1. Community research and demand analysis, Consumers purchasing habits discovery. 2. Negotiate bulk purchases with suppliers 3. Manage and coordinate pickup points 4. plan and promote group-buying events <p>Key resources</p> <ol style="list-style-type: none"> 1. User and Product data 2. Group-buying Platform (App, website) 3. Network about community and pick up points. 	<p>Value propositions</p> <ol style="list-style-type: none"> 1. Offering products to consumers at price below market rates 2. Offering self-pickup options, consumers can collect goods from nearby pickup points. 3. simple and intuitive group-buying process. 	<p>Customer relationships</p> <ol style="list-style-type: none"> 1. Community management. 2. Social media and community 3. Regular promotions and group buying discount  <p>Channels</p> <ol style="list-style-type: none"> 1. Mobile App 2. Social media platform 3. Email notifications 4. Local community 	<p>Customer segments</p> <ol style="list-style-type: none"> 1. Community members 2. Consumers who seek low price 3. Consumers who seek convenience and quality service 4. Consumers who willing to pick up their goods 
<p>Cost structure</p> <ol style="list-style-type: none"> 1. platform development and maintenance costs 2. pickup point management and collaboration costs 3. Marketing and promotion costs 4. Customer support and event organization costs 		<p>Revenue streams</p> <ol style="list-style-type: none"> 1. Revenue from group-buying sales 2. Membership fees (eg. priority solve problems) 3. Product recommendations and advertising revenue 4. Value-added services (eg. deliver goods to home in time) 		

Value proposition canvas

Value map



Customer profile

