

Business Model Canvas

Designed for:

The EPICs

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Key Partners



For the future, our main partners will be neural network studios to allow better research to enhance our models and our deep learning models for better accuracy.

Other partners may include hosting services and other gallery applications where we can exchange expertise and cooperate with signed protocols.

such collaborations would allow for both of us to have better models, better economic gains, and would allow for fewer risks as per individual research and development.

Key Activities



As it is subject to being extended, our main key activities include but are not limited to the following: customer support for handling errors and classification mistakes, app server maintenance, deep learning model maintenance and enhancements for better classification, and features development for better features to gain more customers.

Key Resources



Our main required key resources include the human capital of trained specialists, which we have gained.

In addition, marketing funds and server hosting service costs are the main required resources at the moment

Value Propositions



We provide customers with top-edge technology to handle and manage their galleries. Our main value is not that we clean their phone but allow them to have more precious moments documented by deleting the irrelevant moments.

Our customer segments are the smartphone users mainly targeting Gen-z with our special features of classification and categorization of academic documents and memes which are now provided in other platforms.

We customize our app to fully adjust to the Gen-z persona. with easy-to-use GUI, and special features integrated.

Customer Relationships



Our business model provides customers with various relationship types. This will include a long-term relationship where we will provide the customer with a real customer representative via our website. We will also provide self-service troubleshooting via our Q&A on the website and via the application that customers can use to handle their problems. As for the development of our app, we will have a co-creation relation with our customers where we have their feedback on required features and allow them to contribute to the development of the app and services.

Channels



targeting Gen-z our main marketing channels to reach would be through social media. We are integrating them into our marketing techniques via the Facebook business suite, which allows us to analyze their social media patterns and integrate them into our marketing campaigns

Customer Segments



Our main market is mainly any smartphone user. However, our targeted audience is Gen-z mobile users.

According to the world's stream database, Gen Z's spending power has reached \$360 billion. They already account for 40% of global consumers and are expected to make up over 41 million U.S. digital buyers by the end of 2022.

that without mentioning that most of the iPhone and smartphone users are of the Gen-z and millennials. it is the easiest market to reach, the best market for our product, and one of the biggest spending powers in the total market.

Cost Structure



our model is based on creating new value while gaining less revenue but focused on acquiring more customers instead. our costs would be mainly for hosting services which are dynamic costs that would be changing depending on the data provided by our users and how fast it is growing. other costs may include future development for our environment and our mobile app that would allow better features.

Our main and heaviest part of our costs is mainly dedicated for our marketing ads that are going to be via social media especially Facebook business suite to better reach our target audience who are the Gen-z. marketing costs would range between 4000 and 8000 to reach our planned customer base which would be about 2 million users.

Revenue Streams



Our customers pay for our premium features that automatically would suggest better enhancements for the system and allow them to have better handling for their phone storage by handling the heaviest part of the phone storage- the gallery. Possible payment methods include but are not limited to: MasterCard, Visa, Vodafone cash and other electronic wallets, insta pay, apple pay, and fawry.

We aim for a subscription that lands 50 cents USD and may rise based on how many classifications are done by the user. subscription would be for the ad-free version and for the free versions' ads that would be provided to allow us to gain revenue.

As for the upcoming features of integrating a lot, higher prices would be dedicated as per 1000 classifications and per processing power the user consumes from our servers.