Designed for:
EFFECTIVELY

*Business oppertunities that lie beyond our scope of time

Key Partners

What are your key partners to get competitive advantage?

- Developement support from Chalmers Univiersity of Technology
- Server providers*
- Marketing platforms*

Key Activities

What are the key steps to move ahead to your customers?

- Continious developement of platform and service
- Troubleshooting
- Defining value with customers

Key Resources

What resources do you need to make your idea work?

- Developers
- Course litterature, server
- Business, IP and progamming knowledge
- Open source code

Key Propositions

How will you make your customers' life happier?

- Simple UI
- Weekly structure and planning
- Managing time
- Using metrics to track goals
- Overview of projects

Customer Relationships

How often will you interact with your customers?

- Weekly meeting with customers
- Customers shaping developement
- Customer support
- Customer development insight

Channels

How are you going to reach your customers?

- Direct customer contatct
- Targeted social media marketing*
- Platform messages*
- Cross side network effects*

Customer Segments

Who are your customers? Describe your target audience in a couple of words.

- Small project driven businesses
- Private individuals striving towards project management efficiency

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- Developement cost: 20 hrs/week for 9 weeks and 7 people
- Marketing costs*
- Server and maintenance costs*

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- Pricing mechanism: freemium
- Recurring revenue from ongoing payments*
- Advertments*

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Source: Strategyzer.com