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Key Partners

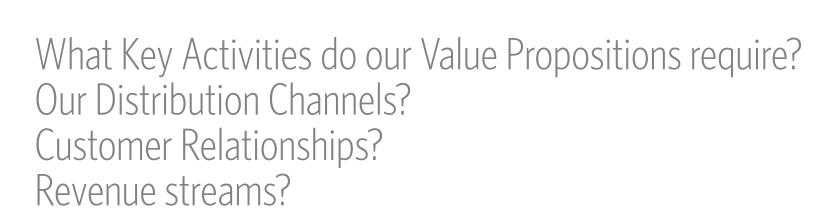


Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

Reduction of risk and uncertainty

Key suppliers would be jMonkey developers - they are the ones who created the 3d SDK Our Resources being acquired is the jMonkey SDK, along with a server Key activities parters perform, is contributing to the code

Key Activities



Production Problem Solving

Platform/Network Key activities, to distribute the project would be a website, hosting a way to access

Revenue streams would come later, when the project gets larger

Key aspects to help this project perform well would be a easy way to access the game

Value Propositions



What value do we deliver to the customer? Which one of our customer's problems are we helping to solve?

What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

"Getting the Job Done"

Brand/Status Risk Reduction

systems could play together.

Convenience/Usability The greatest value we provide to the customer is a fun filled game, that they can play with their friends no matter where they are at. It would be platform

independent, because it runs in java. People running several different operating

Customer Relationships ().

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?

How are they integrated with the rest of our business model? How costly are they?

Personal assistance Dedicated Personal Assistance Automated Services

Personal fulfillment Communication with friends

Customer Segments

For whom are we creating value? Who are our most important customers?

Mass Market Niche Market Segmented Multi-sided Platform

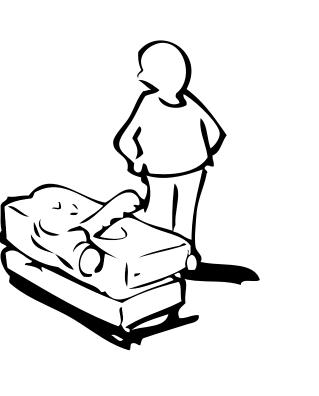
This would be geared towards those wanting to play a fun game, who enjoy tanks, playing with others, and shooting their opponent These are those we are creating value for. To help have a good time

Key Resources



TYPES OF RESOURCES Intellectual (brand patents, copyrights, data)

Virtual resources. Computers, networking, and servers. Human resources are needed, as players



Channels

Through which Channels do our Customer Segments want to be reached?

How are we reaching them now?

How are our Channels integrated?

Which ones work best? Which ones are most cost-efficient?

How are we integrating them with customer routines?

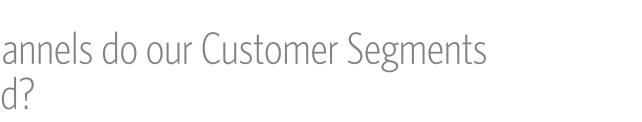
How do we raise awareness about our company's products and services?

How do we help customers evaluate our organization's Value Proposition

Currently, customers seek Google, game websites, and friends for games like this. We are not currently reaching them, but eventually this could be passed on by word of mouth, added to Google's search engine, and posted on game development

It must be delivered in a extremely easy way, so there is no question how to run the game.





CHANNEL PHASES:

How do we deliver a Value Proposition to customers? How do we provide post-purchase customer support?

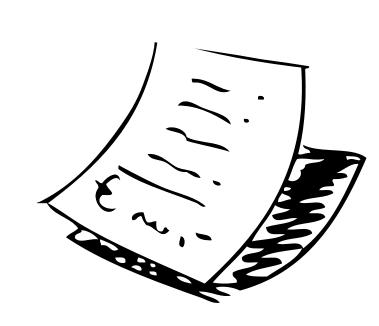
Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities) Economies of scale Economies of scope

Initial cost structure would be monthly payments for Internet, server is provided currently. Biggest cost is time.



Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying?

How much does each Revenue Stream contribute to overall revenues? FIXED PRICING List Price Negotiation(bargaining) Product feature dependent Yield Management Customer segment dependent Real-time-Market Lending/Renting/Leasing Brokerage fees

Depends on how far we get in the process. If it gets big, we could ask for a donation.

If it gets huge, we could ask for a payment to access additional areas and weapons

