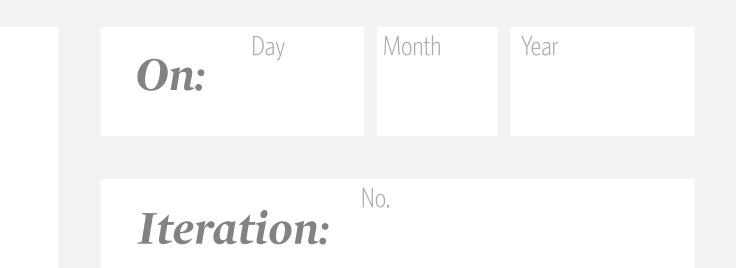
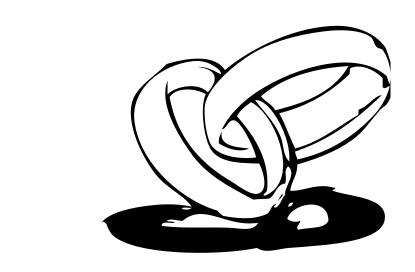
Designed for: The paranoid and delusional

Designed by: Paul Baker



## Key Partners



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

The Team Members

Wikipedia

The open source community

## Key Activities



What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

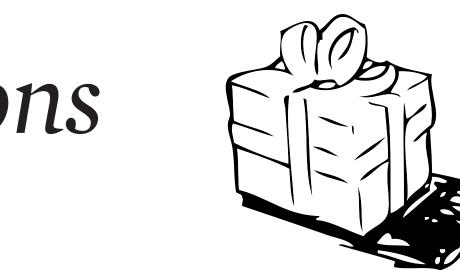
Problem Solving Platform/Network Open a form

Production

Encrypt PlainText

Decrypt Cyphertext

## 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

Keep oneself secure even when protocols and security has been compromised.

# 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 Assistanc Automated Service

> Provide the best in security and customer satisfaction

## Customer Segments



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

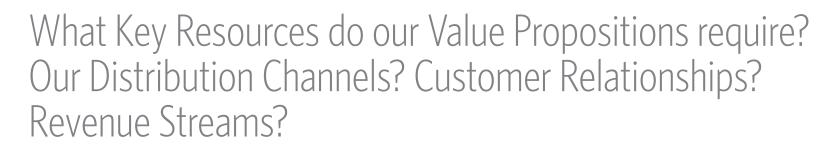
Mass Market Segmented Multi-sided Platform

The Paranoid

The People Geniunely Concerned for their own security

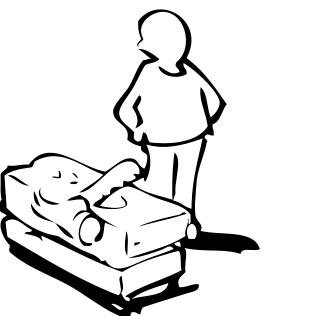
Middle schoolers who think they're hackers.

## Key Resources





Javascript RSA - Algorithm AES - Algorithm



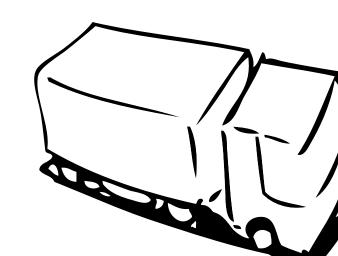
## Channels

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

How are we reaching them now?

How are our Channels integrated?

How are we integrating them with customer routines?



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

Google Chrome Store Self Run Website

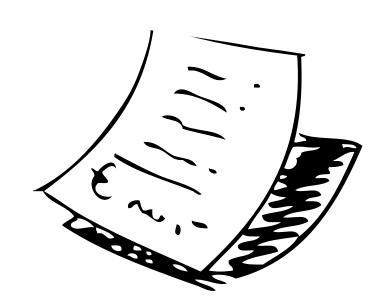
#### Cost Structure

Economies of scale

Economies of scope

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)

The only cost will be hours put into the project



### Revenue Streams

A "Paypal - DonateNow" button in the settings menu

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 Asset sale List Price Negotiation(bargaining) Usage fee Yield Management

Product feature dependent Customer segment dependent Real-time-Market Subscription Fees Lending/Renting/Leasing Volume dependent Brokerage fees

