

The Business Model Canvas

Team or Company Name:

Calming Blue

Date:

10/22/2017



Primary Canvas



Alternative Canvas

Key Partners <ul style="list-style-type: none"> Who are our key partners? <ul style="list-style-type: none"> Mental health advisors Student advisors Mental health professionals Who are our key suppliers? <ul style="list-style-type: none"> Mental health professionals Which key resources are we acquiring from partners? <ul style="list-style-type: none"> Knowledge Expertise Funding Server space + hardware Which key activities do partners perform? <ul style="list-style-type: none"> Advertisement marketing Goodwill Advising Consulting 	Key Activities <ul style="list-style-type: none"> What key activities do our value propositions require? <ul style="list-style-type: none"> Engagement Connection Coordination of our three key features (mood tracking, gamification, connectivity) Our distribution channels? <ul style="list-style-type: none"> App stores Health and Wellness Center General marketing/licensing By referral Customer relationships? <ul style="list-style-type: none"> Providing tools and modular updates (depending on customer needs relating to our parameters) to the customer A trusting relationship Customer knowledge that the application is backed by scientific endorsement, is safe from any legal or private liabilities Revenue streams? <ul style="list-style-type: none"> Ads (highly questionable). Licencing 	Value Proposition <ul style="list-style-type: none"> What value do we deliver to the customer? <ul style="list-style-type: none"> Providing a means for users to communicate with the proper health care resources Combining three features for a more effective mental health program Which one of our customer's problems are we helping to solve? <ul style="list-style-type: none"> Providing a better means for universities to provide the proper health care resources to their employees and students What bundles of products and services are we offering to each Customer Segment? <ul style="list-style-type: none"> Universities (customer): <ul style="list-style-type: none"> Outreach toolkit Feedback mechanism Data (anonymised) Clinical practitioners (customer): <ul style="list-style-type: none"> Feedback tool Framework for outreach and tracking Way to implement e-mental health techniques Students/university staff (user): <ul style="list-style-type: none"> Mood tracker Distraction through games Outreach toolkit Which customer needs are we satisfying? <ul style="list-style-type: none"> The need to facilitate the creation of a safe environment (within the University) Improved outreach/communication with potential users 	Customer Relationships <ul style="list-style-type: none"> What type of relationship does each of our customer segments expect us to establish and maintain with them? <ul style="list-style-type: none"> University - constant communication to improve <i>design</i> aspects of the application based on feedback Clinical practitioners - constant communication to improve <i>factual</i> aspects of the application based on feedback such that the application remains relevant as well as factual (such that it doesn't affect their reputation) Which ones have we established? <ul style="list-style-type: none"> Discussions with PhD students in field of interest. Councillors from the Student Success Center How are they integrated with the rest of our business model? <ul style="list-style-type: none"> They are initial advisers for the best way to implement features Developing them as potential future customers Serve as springboards for access to clinical professionals and key admin figures. How costly are they? <ul style="list-style-type: none"> The only true cost is their time/goodwill 	Customer Segments <ul style="list-style-type: none"> For whom are we creating value? <ul style="list-style-type: none"> Universities Clinical practitioners Users: <ul style="list-style-type: none"> Students University staff Who are our most important customers? <ul style="list-style-type: none"> Universities
	Key Resources <ul style="list-style-type: none"> What key resources do our value propositions require? <ul style="list-style-type: none"> Access to knowledgeable professionals. Buy-in from uni admin Interest from clinical practitioners regarding feedback framework. Our distribution channels? Customer relationships? <ul style="list-style-type: none"> Distributed on the mobile-specific app store. Key relationships are: <ul style="list-style-type: none"> Key admin figures Mental health professionals 		Channels <ul style="list-style-type: none"> Through which channels do our customer segments want to be reached? How are we reaching them now? How are our channels integrated? <ul style="list-style-type: none"> Face to face Meetings with the student success center Contact Mental Health Task Force Email Cold calling Word of mouth Which ones work best? <ul style="list-style-type: none"> Face to face 	

	<ul style="list-style-type: none"> • Student success support workers • Funding providers and financing bodies. <p>o Revenue streams?</p> <ul style="list-style-type: none"> • Grants • Licensing agreements • Sponsorship • Direct government/organization funding • Buyout 		<p>o Which ones are most cost-efficient?</p> <ul style="list-style-type: none"> • Any form of direct communication (that is not received from a third-party) • Video Call <p>o How are we integrating them with customer routines?</p> <ul style="list-style-type: none"> • Mobile alerts and periodic reminders while the user is active on their phone. • Health awareness week • Feedback mechanism prompts users based on input variables. • Reaching users through the SU "care packages" 	
<p>Cost Structure</p> <p>o What are the most important costs inherent in our business model?</p> <ul style="list-style-type: none"> • Development and maintenance (will be unique to each customer) • Medical feedback/research <p>o Which key resources are most expensive?</p> <ul style="list-style-type: none"> • Staff/human resources • Technical knowledge • Backend (server, hosting) <p>o Which key activities are most expensive?</p> <ul style="list-style-type: none"> • Advertising • Potentially research (to keep up with current medicines/tech and outreach) 		<p>Revenue Streams</p> <p>o For what value are our customers really willing to pay?</p> <ul style="list-style-type: none"> • Tangible improvements to address outreach/mental health issues for user base <p>o For what do they currently pay?</p> <ul style="list-style-type: none"> • Health initiatives, but no not include an e-health component or outreach/feedback tool. <p>o How are they currently paying?</p> <ul style="list-style-type: none"> • Costs related to productivity (employee wages, sick leaves) • Current services (health initiatives) for student and employee support <p>o How would they prefer to pay?</p> <ul style="list-style-type: none"> • Sponsorship, grants, partnerships, large cash injections. <p>o How much does each Revenue Stream contribute to overall revenues?</p> <ul style="list-style-type: none"> • N/A - these costs are hidden and not easily distinguishable 		

Source: www.businessmodelgeneration.com