Top of Form

Primary Canvas

**X**

Alternative Canvas

*Team or Company Name:*

Calming Blue

*Date:*

10/22/2017

The Business Model Canvas

Bottom of Form

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Key Partners*  o Who are our key partners?   * Mental health advisors * Student advisors * Mental health professionals   o   Who are our key suppliers?   * Mental health professionals   o   Which key resources are we acquiring from partners?   * Knowledge * Expertise * Funding * Server space + hardware   o   Which key activities do partners perform?   * Advertisement marketing * Goodwill * Advising * Consulting | *Key Activities*  o    What key activities do our value propositions require?   * Engagement * Connection * Coordination of our three key features (mood tracking, gamification, connectivity)   o   Our distribution channels?   * App stores * Health and Wellness Center * General marketing/licensing * By referral   o   Customer relationships?   * 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   o   Revenue streams?   * Ads (highly questionable). * Licencing | *Value Proposition*  o    What value do we deliver to the customer?   * Providing a means for users to communicate with the proper health care resources * Combining three features for a more effective mental health program   o   Which one of our customer’s problems are we helping to solve?   * Providing a better means for universities to provide the proper health care resources to their employees and students   o   What bundles of products and services are we offering to each Customer Segment?   * Universities (customer):   + Outreach toolkit   + Feedback mechanism   + Data (anonymised) * Clinical practitioners (customer):   + Feedback tool   + Framework for outreach and tracking   + Way to implement e-mental health techniques * Students/university staff (user):   + Mood tracker   + Distraction through games   + Outreach toolkit   o   Which customer needs are we satisfying?   * The need to facilitate the creation of a safe environment (within the University) * Improved outreach/communication with potential users | | *Customer Relationships*  o    What type of relationship does each of our customer segments expect us to establish and maintain with them?   * University - constant communication to improve *design* aspects of the application based on feedback * Clinical practitioners - constant communication to improve *factual* 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)   o   Which ones have we established?   * Discussions with PhD students in field of interest. * Councillors from the Student Success Center   o   How are they integrated with the rest of our business model?   * 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.   o   How costly are they?   * The only true cost is their time/goodwill | *Customer Segments*  o  For whom are we creating value?   * Universities * Clinical practitioners * Users:   + Students   + University staff   o   Who are our most important customers?   * Universities |
| *Key Resources*  o    What key resources do our value propositions require?   * Access to knowledgeable professionals. * Buy-in from uni admin * Interest from clinical practitioners regarding feedback framework.   o   Our distribution channels? Customer relationships?   * Distributed on the mobile-specific app store. * Key relationships are:   + Key admin figures   + Mental health professionals   + Student success support workers   + Funding providers and financing bodies.   o   Revenue streams?   * Grants * Licensing agreements * Sponsorship * Direct government/organization funding * Buyout | *Channels*  o    Through which channels do our customer segments want to be reached? How are we reaching them now? How are our channels integrated?   * Face to face * Meetings with the student success center * Contact Mental Health Task Force * Email * Cold calling * Word of mouth   o   Which ones work best?   * Face to face   o   Which ones are most cost-efficient?   * Any form of direct communication (that is not received from a third-party) * Video Call   o   How are we integrating them with customer routines?   * 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” |
| *Cost Structure*  o    What are the most important costs inherent in our business model?   * Development and maintenance (will be unique to each customer) * Medical feedback/research   o   Which key resources are most expensive?   * Staff/human resources * Technical knowledge * Backend (server, hosting)   o   Which key activities are most expensive?   * Advertising * Potentially research (to keep up with current medicines/tech and outreach) | | | *Revenue Streams*  o    For what value are our customers really willing to pay?   * Tangible improvements to address outreach/mental health issues for user base   o   For what do they currently pay?   * Health initiatives, but no not include an e-health component or outreach/feedback tool.   o   How are they currently paying?   * Costs related to productivity (employee wages, sick leaves) * Current services (health initiatives) for student and employee support   o   How would they prefer to pay?   * Sponsorship, grants, partnerships, large cash injections.   o   How much does each Revenue Stream contribute to overall revenues?   * N/A - these costs are hidden and not easily distinguishable | | |

*Source: www.businessmodelgeneration.com*

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