

The Business Model Canvas

Designed for: SurfTheTurf

Designed by: Group3

Date:

Version: 3.0

Key Partners -Turf Owners	Key Activities -Maintaining the website	Value Propositions Customer:- -Accessibility -Convenience Turf Owners:- -Promotion to a larger audience	Customer Relationships -Self Service	Customer Segments -Niche Market -Sports Enthusiast -Athletes -Sport Academy(Training sessions)
	Key Resources -Financial -Intellectual		Channels -Own Website	
Cost Structure -Payment Gateway Costs : 2% of total cost on each payment. -Server/Domain Hosting : Rs 1200/month -Development and Maintenance Cost: Rs20,000 (one time charge) + Rs2000/month			Revenue Streams -One Time SignUp Fee: Rs 200 For signing up your turf on the website -Commission On Booking: 8% on Each Successful Booking -Google AdSense (Rs4500 per 1000 views)	



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DESIGNED BY: Strategyzer AG

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