

# Business Model for Nully

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## 1 Value Proposition

Nully offers an intuitive and flexible platform for task management that enhances collaboration and productivity for work teams.

## 2 Stakeholders

The stakeholders for Nully include:

- **Small to Medium-Sized Businesses:** Companies looking for efficient task management solutions to improve project delivery and team collaboration.
- **Startups:** Agile teams in need of a flexible tool to adapt quickly to changing project requirements and growth.
- **Freelancers:** Independent professionals requiring organization and tracking of multiple projects and clients.
- **Educational Institutions:** Teachers and students who need to manage assignments, projects, and collaborative work.
- **Non-Profit Organizations:** Teams coordinating volunteers and projects with limited resources.
- **Remote Work Teams:** Groups that work from different locations and need a centralized platform for task management.
- **Project Managers:** Individuals responsible for overseeing project progress and resource allocation.
- **Software Developers:** Teams that follow agile methodologies and require a tool for sprint planning and backlog management.
- **Creative Agencies:** Firms that manage multiple client projects and creative workflows simultaneously.

### 3 Distribution Channels

The application will be distributed through its official website, app download platforms, and digital marketing strategies.

### 4 Customer Relationships

A close relationship with customers will be maintained through technical support, constant updates, and direct feedback to improve the application.

### 5 Revenue Streams

- **Subscriptions:** Monthly or annual subscription plans with different levels of features.
- **Pay-Per-Use:** Allowing users to pay for additional functionalities or specific enhancements.
- **Premium Services:** Offering consultancy and customization services for large teams or special projects.

### 6 Key Resources

- **Software Development:** A development team to innovate and constantly improve the application.
- **Customer Support:** A dedicated support team to resolve issues and enhance user experience.
- **Marketing:** Digital marketing strategies to attract new users and retain existing ones.

### 7 Key Activities

- **Development and Maintenance:** Regular updates of the application with new features and bug fixes.
- **Customer Service:** Providing excellent customer service to foster loyalty and satisfaction.
- **Marketing and Sales:** Active promotion of the application to increase the user base.

## 8 Key Partnerships

- **Payment Platforms:** Integration with payment systems like Stripe for secure transactions.
- **Infrastructure Providers:** Collaboration with cloud service providers to host the application.

## 9 Cost Structure

- **Development:** Investment in the development team and technology.
- **Marketing:** Costs associated with promoting and advertising the application.
- **Operations:** General operational and customer support expenses.

## 10 Revenue Flows

- **Individual Users:** Revenue from freelancers or individual users opting for subscription plans.
- **Teams and Businesses:** Revenue from teams and businesses requiring advanced features and additional services.