Business Model Canvas

Key Partners

Individuals: Individuals who are part of the same barter community or platform. They bring their goods or services for trade, creating a marketplace where mutual exchanges can occur.

Technology Partners: Companies providing cloud hosting, data storage, database management, and security solutions

Community Groups: organisations that promote sustainability and engage users in bartering. They encourage resource sharing & reduce waste

Key Activities

Platform Development & Maintenance: Continuous improvement and updating of the barter platform to ensure a user-friendly experience and seamless functionality.

Marketing & Outreach: Expand user base through partnerships.

Key Resources

Physical Resources: Infrastructure such as servers for hosting..

Human Resources: Skilled personnel for platform development and community engagement to ensure smooth operations & user satisfaction.

Financial Resources: Sufficient funding for platform development, marketing initiatives, and operational expenses to sustain and grow.

Value Propositions

For Users: Easy access to a wide variety of items available for barter, the ability to list and browse offerings seamlessly, and tools for negotiating trades directly with other individuals.

For Item Traders: A platform to reach a broader audience to showcase their items for trade, tools for managing listings and trade proposals, and opportunities to receive ratings and feedback from fellow traders to build trust within the community.

Local Communities: Access to a network of like-minded individuals focused on resource sharing, opportunities to participate in local barter events and forums, and resources for learning about the benefits and practices of bartering.

Customer Relationships

For Users: Users expect a self service relationship for easy navigation and trading. We have established this through an intuitive interface, enhancing satisfaction.

For Item Traders: Traders seek a community-driven relationship that fosters trust. We provide user profiles, ratings, and review systems to promote engagement.

Channels

Website: The primary trading platform for users to list and exchange items seamlessly.

Social Media: Engages and attracts new users, building community awareness and interaction.

Email Notifications: Keeps users updated on trades, platform changes, and relevant information to enhance their experience.

Customer Segments

Environmentally Conscious Consumers: Individuals focused on sustainability and reducing waste by reusing and recycling items.

Budget Conscious Users: Those looking to save money by bartering instead of making cash purchases, making exchanges that fit their financial needs.

Local Communities: Users who prefer engaging in local exchanges for convenience, facilitating direct interactions and fostering community ties.

Cost Structure

Platform Development: Costs associated with hosting and maintaining the platform to ensure smooth functionality and user experience.

Marketing: Expenses incurred to promote the platform, attract new users, and build brand awareness within the community.

Revenue Streams

Advertising: Income from partnerships and sponsorships, where businesses pay to promote their products or services.

Transaction Fees (Optional): Fees collected on certain types of trades, providing an additional revenue source for the platform.