

BUSINESS MODEL GAME

PARTNERS

Market a
Brand exposure
Teachers,
who recommend
platform to
their students

ACTIVITIES

Start 17.11.2017
End 17.05.2018

Development of
the platform:

- ① Setting tech base
- ② Design & Prototyping
- ③ User testing
- ④ Coding the App & Website
- ⑤ Last testing & LAUNCH

MARKETING

Sales activities

Maintenance

After sales

RESOURCES

NETWORK

KNOWLEDGE

WEBSITE

VALUE PROPOSITION

THE RAW IDEA:

Sharing projects
within specific
groups in
the safe
environment

- What value do we deliver to the customer?
- Which one of our customer's problems
are we resolving to solve?
- Which customer needs are we satisfying?

- Curiosity
- Company
- Motivation to grow to
be better or even
- How others solve
the same tasks

CUSTOMER RELATIONSHIPS

AUTOMATED
SERVICE

HUMAN
INTERACTION
with communication
tech support &
after sales

CUSTOMERS

Include
60 +
in interest
groups

Education
Institutions

Students
in
groups

CHANNELS

SOCIAL
MEDIA

COST STRUCTURE

Platform
development

Marketing
&
Sales

Maintaining
&
Sustaining
&
Improving

INSPIRATIONAL NOTES

BRAND IMAGE

OUR CUSTOMERS CAN
RELATE TO:

Growth
Knowledge
Creativity
Teams

REVENUE STREAM

Rental

Rent our
platform to
educational
institutions

KEY PARTNERS

Education Institutions

Suppliers
Tech support
Utilities

Employees &
Outsourced talents

Advertising agencies

KEY ACTIVITIES

Development of the platform

Sales activities
Maintenance

After-sales service

KEY RESOURCES

Skills &
experiences of coowners

Technical equipment

VALUE PROPOSITION

Enable artwork/project sharing within groups

Privacy &
security of creations

Templates for making portfolio.

CUSTOMER RELATIONSHIPS

Automated service After-sales service

Human interaction with consultations, tech support, after sales

Promotions to enhance premium membership sales

CHANNELS

Social media

Word of mouth

Education institutions

CUSTOMER SEGMENTS

Students who belong to groups in creative fields

Education Institutions

Teachers
(secondary segment)

Hobbyists who belong to interest clubs, courses etc.

COST STRUCTURE

Marketing &
Sales exp.

Platform development
Maintenance

Salaries &
outsourcing exp.

REVENUE STREAMS

Premium subscription fees

Ad fees