

Key Partners

Buyer-Supplier key Partnership
Acquisition of particular resources & Activities



Buyer
Supplier
key Partnership

Acquisition
of particular
resources &
Activities

Key Activities



Platform
/ Network

Key Ressources



Human

Intellectual

Value Proposition



less
compe-
titive

newness

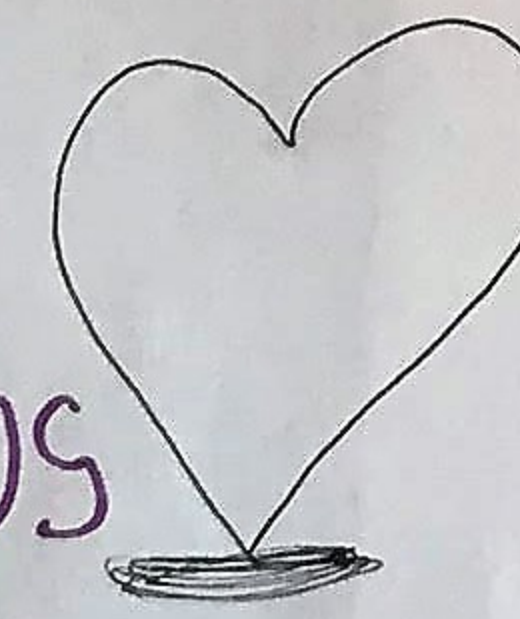
design

Brand

Customer
Relationship

Access
to

Customer Relationships

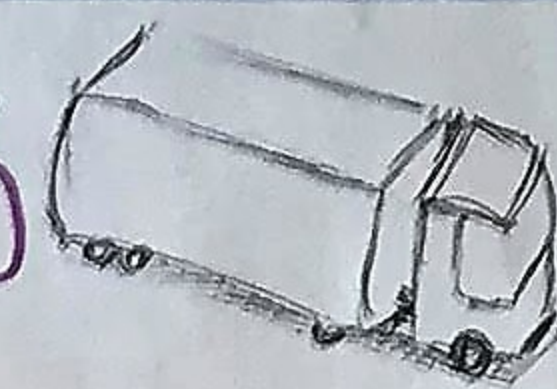


Personal
Assistance

Automated
Services

CO-
creation

Channels



Own Channel
'our website'

Partner
Channels
'social media'

Customer Segments



Design
Students

or

Companies

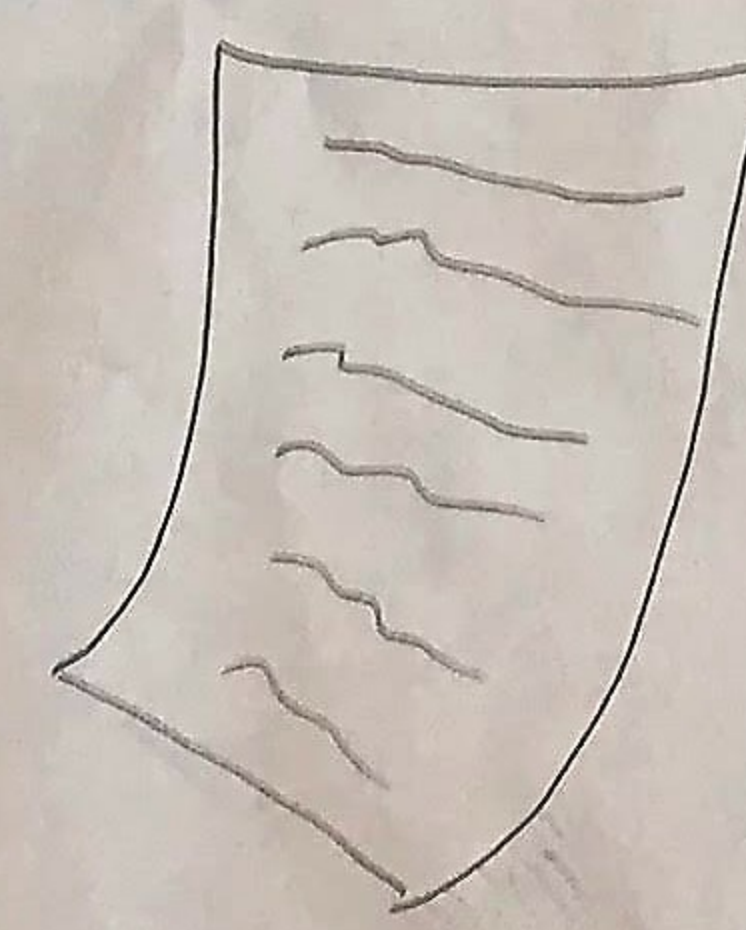
unexperienced
Free lancers

Multi-sided
Platforms

Cost Structure

Cost-driven

Fixed Cost
(since it is us, & not the
designers recieving the \$)



Revenue Streams



Advertising

Renting, Lending
& Leasing
... our designers
as assets

Fixed Prices
- volume dependant
- pay our company fees
not the designers