The Business Model Canvas

***Iteration:***

No.

***On:***

Day

Month Year

***Designed by: Team 4***

***Designed for: Profesoressa Cobello***

5

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2020

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Key Partners*  Who are our Key Partners?  **Team 4 because we have both the client and the server**  Who are our key suppliers?  **School**  **Teacher**  Which Key Resources are we acquiring from partners?  **Client server communication**  **Python programming**  **Socket knowledge**  Which Key Activities do partners perform?  **Create a server or a client according to the needs of the corresponding group**  **motivations for partnerships:** *Optimization and economy Reduction of risk and uncertainty*  *Acquisition of particular resources and activities* | *Key Activities*  What Key Activities do our Value Propositions require?  **Creation of a chat protocol**  Our Distribution Channels?  **We don’t have a distribution channels**  Customer Relationships?  **We don't have customers, but in case we have them, we will have different ways of dealing with a customer. For example, a chat program sold for a company won’t be the same program that will be sold to ordinary people; there would be different needs in the two areas.**  Revenue streams?  **We don’t have a revenue streams**  **categories** *Production Problem Solving Platform/Network* | *Value Propositions*  What value do we deliver to the customer?  **The customer would be highly valued as an individual to satisfy his requests.**  Which one of our customer’s problems are we helping to solve?  **We can provide real time communication between them and other individuals.**  What bundles of products and services are we offering to each Customer Segment?  **The service offered to the customer is an application, which allows communication between two or more users via a server. With our application it is unthinkable to be able to operate it worldwide, but it would be a restricted communication to 20-30 people for the server capacity.**  Which customer needs are we satisfying?  **To be able to communicate with a secure program, both with clients and with servers within the company, with the immediate possibility of resolving faults, without using web chat with possible errors that could block the work flow of the company**  **characteristics** *Newness Performance Customization*  *“Getting the Job Done” Design*  *Brand/Status Price*  *Cost Reduction Risk Reduction Accessibility*  *Convenience/Usability* | | *Customer Relationships*  What type of relationship does each of our Customer  **A relationship that everyone needs a fast and safe way to communicate with someone else.**  Segments expect us to establish and maintain with them?  **If the server entrusted it to us, a privacy issue would arise with the customer to keep his protected data. On the other hand, if the server were hosted internally within the company, it would be sufficient to guarantee a linear flow without slowing down.**  How are they integrated with the rest of our business model?  **They are integrated into our Business Model at a cost if we have customers and through system updates to improve performance and to better satisfy our customer**  How costly are they?  **For now, no cost has been agreed, because it is a project inside the school that has not been sold to any customer and served only as an exercise.**  **examples**  *Personal assistance*  *Dedicated Personal Assistance Self-Service*  *Automated Services Communities*  *Co-creation* | *Customer Segments*  For whom are we creating value?  **We are not creating value for anyone, it is a job to learn the basics of client-server communication and then implement something more realistic and usable.**  Who are our most important customers?  **I think that there are no more important customers than others, it is a service that can be offered to anyone to facilitate people's lives.**  *Mass Market Niche Market Segmented Diversified*  *Multi-sided Platform* |
|  | *Key Resources* |  | | *Channels* |  |
|  | What Key Resources do our Value Propositions require?  **Our proposals require a knowledge of the Python language, have a basic knowledge of clients and servers, and be able to program with sockets.**  Our Distribution Channels? Customer Relationships?  Revenue Streams?  **We do not have a distribution channel as it is an internal non-profit program. The program is minimal, but with more time you could create a program that could be sold to customers who need it.**  **types of resources**  *Physical*  *Intellectual (brand patents, copyrights, data) Human*  *Financial* |  | | Through which Channels do our Customer Segments want to be reached? **Our customers must be reached through web platforms that allow the download of the program in a private and universal way.**  How are we reaching them now?  **We are not reaching them right now because the application is internal to the school and is not intended for sale.**  How are our Channels integrated?  **There is no integrated channel**  Which ones work best?  **N/A**  Which ones are most cost-efficient?  **N/A**  How are we integrating them with customer routines?  **N/A** |  |
|  |  |  | | **channel phases:**  *1. Awareness*  *How do we raise awareness about our company’s products and services?* |  |
|  |  |  | | *2. Evaluation*  *How do we help customers evaluate our organization’s Value Proposition?* |  |
|  |  |  | | *3. Purchase*  *How do we allow customers to purchase specific products and services?* |  |
|  |  |  | | *4. Delivery*  *How do we deliver a Value Proposition to customers?* |  |
|  |  |  | | *5. After sales*  *How do we provide post-purchase customer support?* |  |
| *Cost Structure* | | | *Revenue Streams* | | |
| What are the most important costs inherent in our business model? **There is no cost, the materials that are used are all offered by the school.**  Which Key Resources are most expensive?  Which Key Activities are most expensive?  **There are neither resources nor activities**  **more expensive than others because it**  **is an application without costs.**  **is your business more:**  *Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven ( focused on value creation, premium value proposition)* | | | For what value are our customers really willing to pay? For what do they currently pay?  How are they currently paying? How would they prefer to pay?  How much does each Revenue Stream contribute to overall revenues?  **We are not charging anything, because it is a non-profit exercise.** | | |
| **sample characteristics:**  *Fixed Costs (salaries, rents, utilities) Variable costs*  *Economies of scale Economies of scope* | | | **types: fixed pricing dynamic pricing**  *Asset sale List Price Negotiation( bargaining)*  *Usage fee Product feature dependent Yield Management*  *Subscription Fees Customer segment dependent Real-time-Market*  *Lending/Renting/Leasing Volume dependent Licensing*  *Brokerage fees Advertising* | | |

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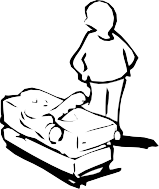
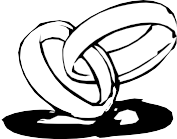
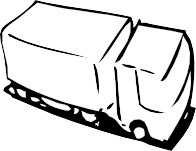
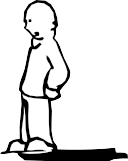


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