

Project Name: TUM Nostradamus

Key Partners

Disqus -
for Feedback and
Comment Sharing

JIRA -
for Integration with
Project Life cycles

Paypal -
for Financial
transactions

Google Analytics -
for web analytics

Key Activities

Design and
development of the
Web Application

Develop the business
rule engine which will
form the core of the
product

Marketing of the
product using various
channels

Evolution of business
rule engine based on
usage and feedback

Key Resources

Physical resources-
IT infrastructure for
the Web Application

JIRA - provides
platform for
integration as a
support tool

Human resources -
feedback from users
which helps evolve
business model

Value Propositions

Identify best design
pattern to use for a
task at hand

A knowledge base of
latest design patterns
and anti-patterns

Identify existing
anti-patterns in
solution and tackle
them

Sleek and an
easy-to-use
application designed
for usability

Gain awareness of
possible solutions
available

Interactive dashboard
containing projects
history and related
data

Reduces time and
effort involved in
refactoring and
rework

An online community
of contributing users
ensures growth and
revenue

Customer Relationships

Customer
assistance &
satisfaction a
priority

Ensuring something
new of value is
always provided to
the users

Relationship based
on Trust and
dedicated service

Contributing
users recognised
& rewarded

Channels

Social Media (Twitter,
Facebook, Reddit)

Search Engine
Optimization (SEO)

Technical websites
(Techneworld.com)

Sales initiated by Key
Partners (like
Atlassian JIRA)

From user to user by
word of mouth

Customer Segments

Reduces Time and
effort of a developer

Reduces cost
incurred by the
organisation

Knowledge created,
shared within an
online community

Targets Designers,
Developers and
Project Managers

Software designers
make benefit of the
technical expertise
shared online

Architects are
helped to take the
right decisions

Students and
scholars learn the
standards and best
practices

Diversified
market
targeted

Cost Structure

Costs for hosting the
application on web

Cost of development
in terms of time, effort
and money

Costs for marketing
and sales

Revenue Streams

Subscription Fee

Service based
revenue

Discounts on
referrals

Revenue share on
JIRA integration

Free 30-day trial
Period

Product feature
dependant pricing