

## **Business Model Description**

### **1.1 Description of Business Model Canvas Components**

#### **Customer Segments and Value Proposition**

##### **Pains and their relievers:**

- Enormous investment (Time, Money and Effort) for effective and efficient designing and how it can be achieved with lesser investment.
- Limited knowledge of coding standards and best practices and how it can be enriched.
- Detection of Anti-patterns at a later stage in development and how they can be identified and eradicated.

##### **Gains and how they are created:**

- Lesser investment (Time, Money and Effort) creates greater profits. 'Time is money' and 'A penny saved is a penny earned'.
- Valuable technical insight gained. Value addition to skillset.
- Alternate feasible solutions made known to the user in order to rectify existing Anti-patterns.

##### **Customer Jobs along with Products and Services provided:**

- Provides the best design patterns and related sample blueprints that can be used for development, given a set of requirements.
- Allows users to identify and detect any existing Anti-patterns at any given stage of development.
- Allows users to rate the solutions after it has been implemented and suggest solutions/variants of their own which can benefit the community.

#### **Channels**

- In order to get, retain and grow our customer base, the delivery of value propositions which takes place through communication, distribution and sales channels is important.
- The primary channels with which we aim to create awareness about our product are through social media, SEO, direct sales of the project management tool Atlassian JIRA, reviews from technical journals and websites and finally using the traditional word of mouth.
- Social media sites like Facebook and Twitter are available to use for free and are cost effective solutions for the product promotion. Other channels like SEO and technical journals require initial investment and are slightly costlier alternatives. With the large customer base of the mentioned channels, the issue arises on how to target a select audience which requires significant investment of time, but results in higher margins.
- The other alternative is the integration with Atlassian JIRA as a support software. Their large focused customer base reduces the time spent on trying to filter out audiences, but at lower margins of return for our product.
- Performance evaluation of the product can be done using the feedback system of TUM Nostradamus which enables the users to rate the product based on their experience. Also, the reviews from the various above mentioned channels will serve as a medium of evaluation on a large scale thereby acting as a deciding factor when it comes to the retention factor of the users.

### **Key Activities**

- The key activities involved in the delivery of the product includes development on the Business Rule Engine, evolution of the Business Rule Engine over time, the design and development of the Web Application and marketing of the product in order to establish and spread the customer base.
- The Business Rule Engine forms the core of the product. The rules have to be carefully constructed based on existing patterns and experience in order for the product to function effectively and provide the best results.
- Without a platform to showcase the Business Rule Engine, it would be meaningless. Thus, a web application which provides the platform for the business rules to be delivered in a meaningful way to the users is needed.
- Another important aspect of the project involves updating and evolving the business rule engine. This is crucial for growth and sustainability of the product. The evolution of the engine involves the addition of new patterns along with reviewing of existing rules. This requires a healthy customer relationship, as the feedback from the users is the best way to evaluate existing processes.
- Finally, the various communication channels have to be strategically used in order to reach out to a large customer base which forms the basis for revenue generation.

### **Key Resources**

- The key resources for any product can be categorized into physical, human, financial and intellectual.
- From the physical resources point of view, IT infrastructure is required develop and host the web application.
- The human resource is the another crucial aspect for the product as the feedback from the users helps in the review and evolution of the business model.
- The subscription model using which our primary revenue generation is based on will form the backbone for our finances in the long run. Another alternative is the integration with Atlassian JIRA as a support tool and make profits in a symbiotic manner.
- Partnership with Atlassian JIRA has additional advantages. The extensive use of JIRA all over the world makes it easy to expose our product to their already large customer base. It helps in building the brand of TUM Nostradamus as it is arguably the most widely used project management software.

### **Key Partners**

- **Disqus** - The application needs to allow interaction with the users hence there is a need comment engine. For this application, we will be using Disqus as a tried-and-tested commenting engine. Using Disqus would allow users to comment on the application without necessarily having to have a user account in the application.
- **Atlassian** - Atlassian JIRA is the goto choice to many companies for Project Life cycle management. Integration of our application with JIRA will allow users to directly access our application through JIRA and allow adds additional functionality to JIRA. This enables us to build a mutually beneficial partnership with Atlassian.
- **PayPal** - The application would have monetary transactions with the users for subscription. Keeping in mind the security and the confidentiality requirements for such transactions we would

be partnering with PayPal. PayPal is a leader in online monetary transactions and has an excellent track record for monetary security.

- **Google Analytics** - A good analytics tool is an important component to build a successful web based application. The tool would help us monitor different information like where the users come from and which patterns are they using the most. Google Analytics is a market leader in web analytics and the business would benefit from such information.

### **Customer Relationships**

- A dedicated and trusted relationship maintained with all types of users.
- Relationship based on reliability, correctness, usability, quality of service.
- Relationships fostered by impeccable track record and customer support.
- Users contributing for community portal/learning center rewarded with Reputation points/ Expertise ranking system.
- Free community of contributing users ensure guaranteed profits to the business model.
- Greater revenue with reduced investment plan.
- Dedicated personal assistance provided for a user profile based on user type (Premium, Guest etc.)
- User allowed with greater options with interactive dashboard with past history and data management.
- Online Community of contributing users sharing and adding resources ensures guaranteed growth and usage.

### **Cost Structure**

- The most important costs associated with the application are application hosting costs on the web and the development and marketing costs. The development costs encompass the costs in terms of time, money and effort to develop the tool.
- The server space and associated resources for hosting the application are some of the most important resources for the application. Another resource that is essential is the Human resource needed for developing, maintaining and marketing the application.
- Among the key activities, development and maintenance of the business rules engine is the most expensive considering that it would need the most resources in terms of effort and time, not just during the initial development, but also throughout the lifetime of the application as the rule engine will need regular updates and evolution for it to remain state of the art.

### **Revenue Streams**

- The customers of the application would pay for the ability to identify the design patterns needed for specific use cases. Currently the customer has to spend a considerable amount of time going through the use cases or the requirement document to determine the most reasonable pattern that would fit for the given use case. This task of manually ascertaining the design patterns has a significant effect on the productivity of the consumer and many would be willing to pay for this application as it provides them with a slew of advantages.
- The application will adhere to the Subscription model. As many customers would be unwilling to pay for unknown product, there will trail period of 30 days during which the product can used for free following which the customers can opt for the paid subscription. Customers could also

benefit from referring others to use the application and would receive a reduction in their subscription fee in such cases.

## 1.2 Business Model Category

The core services provided by our product are follows

1. Identification of Design Pattern
2. Identification of Anti-Pattern
3. Provide facility to let a newly discovered pattern known to user

Our application is a single entity and a subscriber is provided access to all its entirety except the admin console.

Subscription model acts as the primary model for revenue generation in our business model.

The users are broadly classified as Guest and Premium. The users are allowed access to the application with variable degrees of freedom and privileges.

The guest user is allowed a sneak peek into the application's primary capabilities for a trial period of time say for 30 days. A guest user helps attract attention to the application and acts a free brand ambassador for promotion of the product and its services.

The premium member with a paid subscription enjoys most of the application's services. Primary revenue component of our model. Different periods of subscription (monthly or yearly) provided along with special privileges. An organization requiring access to the product are allowed to buy licenses in bulk at a subsidized rate.

Both the Guest users and Premium users can refer the product to a third party and on successful subscription of the third party to our service they will be entitled to certain discounts from next billing cycle.

Apart from these two business user, we have Contributor/Admin members. These users are vital for resource creation and management. This aspect of these users make them key assets for the growth and expansion of our business.

### 1.3 Team Contributions

MEMBER NAME	MODULE CONTRIBUTION
Akash Manjunath (03670142)	<ul style="list-style-type: none"> <li>BMC - Key Activities, Key Resources and Channels.</li> <li>BMC Description of - Key Activities, Key Resources and Channels.</li> </ul>
Gopala Krishna Char Cheidu Raghavendrchar (03669041)	<ul style="list-style-type: none"> <li>BMC - Key Partners, Cost Structure and Revenue Streams.</li> <li>BMC Description of - Key Partners, Cost Structure and Revenue Streams.</li> </ul>
Prateek Bagrecha (03671298)	<ul style="list-style-type: none"> <li>Business Model Description: Mapping Business Model Category to Subscription Model</li> <li>Review of BMC</li> <li>Compilation of BMC Descriptions</li> </ul>
Shankar Mohanbabu Sathyakumari (03667448)	<ul style="list-style-type: none"> <li>BMC - Value Propositions, Customer Relationships and Customer Segments.</li> <li>BMC Description of - Value Propositions, Customer Relationships and Customer Segments.</li> </ul>