

















The Business Model Canvas Activity Time (AT)

 <p style="text-align: center;">Key Partners</p> <ul style="list-style-type: none"> - (companies) Company „Szachus” – private chess -(organizations/companies) Youth Palace Olsztyn, Emili Plater 3 <p>(We need partners to providing our service so that we can consult and test chosen solutions. Our human resources enable to take care of development in marketing and preparing application.)</p>	 <p style="text-align: center;">Key Activities</p> <ul style="list-style-type: none"> -the ability to provide specific information about the events in the chosen depending on the user - introducing the offer to people being close to the place of service provision (educationaland sport services, group meetings) - the ability to add ads - the ability to automatically communicate with class participants  <p style="text-align: center;">Key Resources</p> <ul style="list-style-type: none"> -IT team designing systems using GNSS technology for smartphones and computers -marketing team -project management team 	 <p style="text-align: center;">Value Propositions</p> <ul style="list-style-type: none"> -introducing the offer to people being close to the place of service provision (educational and sport services, group meetings) -marketing reports related to the chosen area and field of interest (correlation of the location and the type of activities that are most popular in the chosen area) - statistical evaluation of the individual advertisements effectiveness -providing tools for assessing the progress of class participants and direct communication - promotion with geolocation 	 <p style="text-align: center;">Customer Relationships</p> <ul style="list-style-type: none"> - direct contact with companies - organization of events  <p style="text-align: center;">Channels</p> <ul style="list-style-type: none"> - information about non-governmental organizations meetings -cooperation with the promotion departments of local public administrations -internet search engines and facebook -Internet (website, youtube movies) -direct cooperation with companies providing services 	 <p style="text-align: center;">Customer Segments</p> <ul style="list-style-type: none"> - non-governmental organizations managers -owners of educational companies - companies offering extra activites for children - companies offering activities for adults -administrational educaton units offering activities (educational, sports, different) for children -administrational educational units offering activities (sports, educational, different) for adults -sport clubs
 <p style="text-align: center;">Cost Structure</p> <p>CAPEX:</p> <ul style="list-style-type: none"> • Purchase of computers / IT equipment • Preparation the AT system (database supply interface, data storage and analysis and sharing) • Consultations of the system prototype with company - testing • System development in different cities <p>OPEX:</p> <ul style="list-style-type: none"> • Advertising / marketing / customer relationship • Staff - legal service • Staff - Marketing support • Staff - management • Staff - sale • Staff - IT support • Software licenses 			 <p style="text-align: center;">Revenue Streams</p> <p>Paid services (subscription fee):</p> <ul style="list-style-type: none"> - Communicating with activity participants (sending information to every participant automatically) - possibility of teacher evaluation - receive market analysis - advertising on proposed service 	

 <p>Key Partners</p> <ul style="list-style-type: none"> - (companies) Company „Szachus” – private chess - (companies) Language School „Oscar” - (organizations) Youth Palace Olsztyn, Emili Plater 3 <p>(We need partners to providing our service so that we can consult and test chosen solutions. Our human resources enable to take care of development in marketing and preparing application.)</p>	 <p>Key Activities</p> <ul style="list-style-type: none"> - searching extra activities in the best location; - monitoring children’s route to the place of extra activities. 	 <p>Value Propositions</p> <ul style="list-style-type: none"> -finding the offer located on the way home from work/school -participant's progress monitoring (e.g. parents can monitors their child grades) - information about promotions – smartphone offers displayed in regard to location. - giving feedback for teachers / contact with teacher, - monitoring (geolocation smart phone) children’s way to activity 	 <p>Customer Relationships</p> <ul style="list-style-type: none"> -application users membership (users receive information concerning: <ul style="list-style-type: none"> *their progress *presence statistics *possibility to evaluate the teacher *displaying the rankings with highest rates) 	 <p>Customer Segments</p> <ul style="list-style-type: none"> - children and teenagers, - adults.
 <p>Cost Structure</p> <p>CAPEX:</p> <ul style="list-style-type: none"> • Purchase of computers / IT equipment • Preparation the AT system (database supply interface, data storage and analysis and sharing) • Consultations of the system prototype with company - testing • System development in different cities <p>OPEX:</p> <ul style="list-style-type: none"> • Advertising / marketing / customer relationship • Staff - legal service • Staff - Marketing support • Staff - management • Staff - sale • Staff - IT support • Software licenses • Customer relationship 		 <p>Revenue Streams</p> <p>Paid services (subscription fee:</p> <ul style="list-style-type: none"> - participant's progress monitoring (e.g. parents can monitor their child grades) - information about promotions – smartphone offers displayed in regard to location. - giving feedback for teachers / contact with teacher, - monitoring (geolocation smart phone) children’s way to activity.) 		

