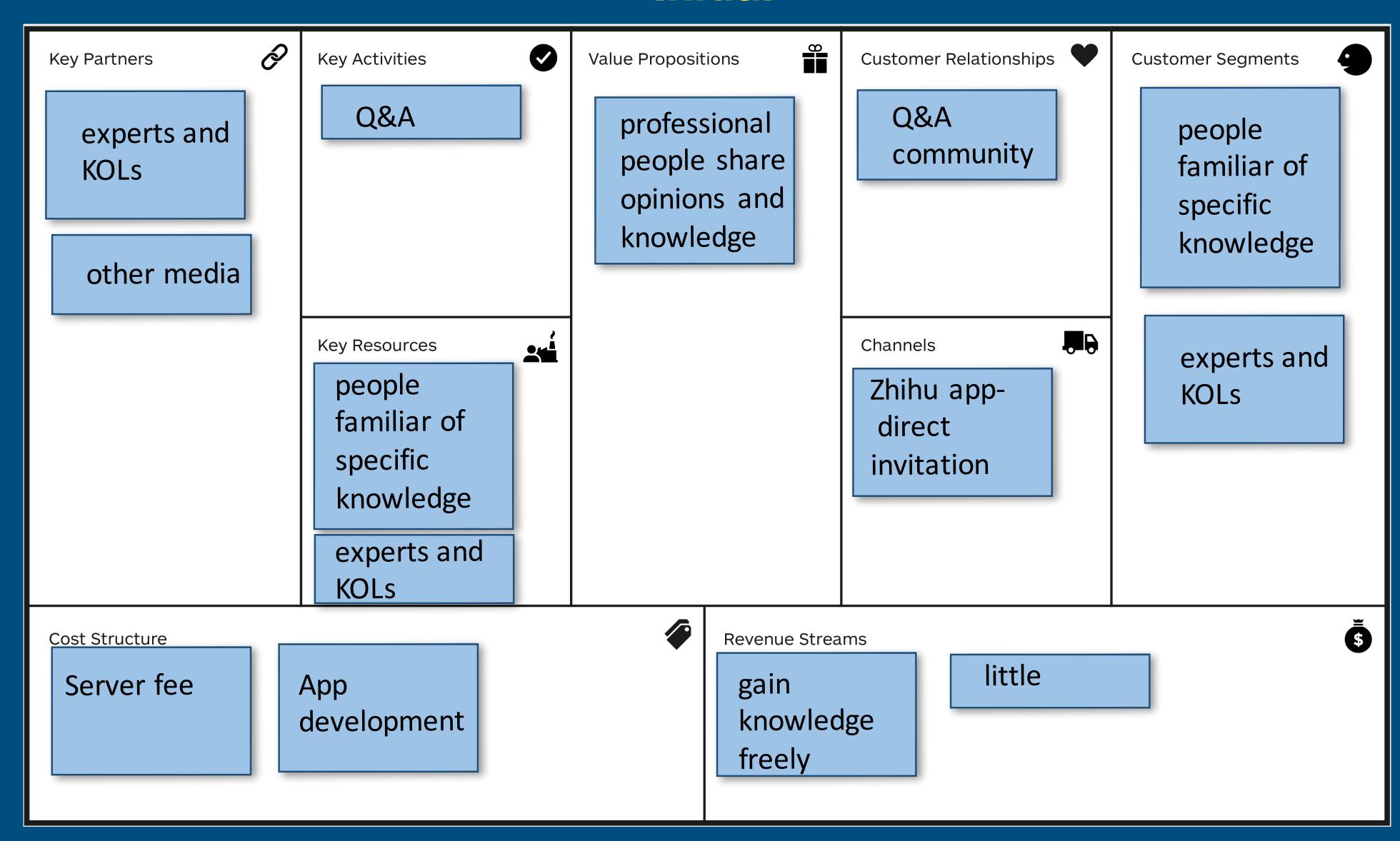# BUSINESS MODEL CANVAS

CURRENT BUSINESS MODEL

Maximize user number

Key Partners 🔗

experts and KOLs

other media

Key Activities ✔

Q&A

comments; like; following; accumulating fans

Key Resources 🏭

people familiar of specific knowledge

experts and KOLs

Value Propositions 🎁

professional people share opinions and knowledge

Encourage users to generate content

Customer Relationships ♥

Q&A community

an active Q&A community

Channels 🚚

Zhihu app

multi-channel registration (by 3rd party account; telephone number; and Wechat)

Customer Segments 🐦

people familiar of specific knowledge

experts and KOLs

common people

Cost Structure 🏷

Server fee

App development

Revenue Streams 💰

gain knowledge freely

little