

# The Business Model Canvas

Designed for:

Designed by:

On: dd/mm/yyyy

Iteration #

## Problem

top 3 problems

Employee raffles for limited benefits like free tickets, trainings, and massages is a complex task that is hard to be fair and transparent.

## Solution

top 3 features

Flexible platform for community-based resource pooling using mobile devices.

## Unique value proposition

single, clean, compelling message that states why you are different and worth buying

FairShare helps you distribute resources benefits like free tickets, limited courses, and massages in a fair and transparent way while also engaging your employees.

## Unfair advantage

can't be easily copied or bought

First in the market

## Customer Segments

target customers

Human capital or administrative professionals, responsible for distributing resources in the company.

## Key metrics

Number of posted corporate resources / month

Number of registered users / month

Number of posted personal resources /month

Number of reallocated resources / month

## Channels

path to customers

Social Sharing

Google Ads

Characteristics:

High-tech companies with 200 or more employees.

## Cost Structure

Engineering & Support human resources

Marketing (web site, advertisement, etc.)

## Revenue Streams

Monthly subscription fee based on the number of employees