

# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

|   |  |  |  |   |
|---|--|--|--|---|
| <div>Key Partners</div> <div>Small Locally owned Coffee Shops</div>   | <div>Key Activities</div> <div>Developing Coffee Ordering software</div> <div>Marketing</div> <div>Key Resources</div> <div>Developers</div> <div>Customer User Stories</div> <div>Interested Businesses</div> | <div>Value Propositions</div> <div>Convenience /Usability - Faster wait times when ordering coffee</div> <div>Cost reduction when using website through discount codes and coupons</div> | <div>Customer Relationships</div> <div>Non-personalized relationship</div> <div>Self-service / Automated service</div> <div>Channels</div> <div>Online prepaid web sales</div> <div>In-store postpaid sale</div> | <div>Customer Segments</div> <div>Niche Marketing</div> <div>Small café businesses</div> <div>Local customers</div> |
| <div>Cost Structure</div> <div>Web-hosting cost</div> <div>Software development</div> <div>Marketing and Sales</div> <div>Basic Maintenance</div> |  |  | <div>Revenue Streams</div> <div>Monthly subscription Based Fee</div> <div>Small Maintenance fee applied on each transaction</div>  |   |