The Business Model Canvas

Designed for: **CryptoTradingSimulator**

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Iteration:

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

**Partners: Open source APIs
Resources acquired: Live cryptocurrency trading data**

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/Network

**Live market exchange
Reliable and secure user interaction
Accurate display of data**

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

**A constant stream of live market data
Reliable and secure web interface
Web server with high availability
Advanced code repository and communication tools: Github, Discord…**

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

**Values:
Market insights
Virtual trading experience**

**Customer problems:
Lack of understanding of different cryptocurrency trading processes, risks and benefits**

**Customer segments:
Inexperienced: First experience with cryptocurrency exchange
Experienced: Ability to simulate trading strategies without risk**

**Customer needs:
Experience
Design
Control
Information
Accessibility
Transparency
Flexibility
Customizability**

Customer Relationships

What type of relationship does each of our Customer
Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Being open and flexible to change in customer demands - offering more customizablity to experienced users

Provide comprehensive guides and support to inexperienced users

Channels

Through which Channels do our Customer Segments
want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES:
1. Awareness
   How do we raise awareness about our company's products and services?
2. Evaluation
   How do we help customers evaluate our organization's Value Proposition?
3. Purchase
   How do we allow customers to purchase specific products and services?
4. Delivery
   How do we deliver a Value Proposition to customers?
5. After sales
   How do we provide post-purchase customer support?

Official and easy-to-use support and marketing channels such as email, web forums, blogs, marketing events, webinars etc.

Customer Segments

For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

- **Cryptocurrency enthusiasts**
- **Investors**
- **Students in the trading sector**
- **Researchers**

Customers are categorized by their level of experience in the field of cryptocurrency exchange.

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE:
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Cost factors:
- **Server infrastructure**
- **Live data subscriptions**
- **Developers**

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES:
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING
List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING
Negotiation(bargaining)
Yield Management
Real-time-Market

Customers will pay for:
- **Control**
- **Information**
- **Customizability**

Pro Version provides larger market, more data, full control while trading and unlimited simulation scenarios