

Name of company:

Date:

## Business Model Canvas

<b>Key Partners</b> Partners: <ul style="list-style-type: none"><li>• Restaurants / Cafés</li><li>• Brands</li><li>• Museums</li><li>• Town hall</li><li>• Association</li></ul> Key supplier: Internet sources (Wikipedia etc...)	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Give facts about street s' names to the user during his/her walks</li><li>• Enable the user to photograph a monument and get info</li><li>• Enable the user to photograph a view and see its evolution through time</li><li>• Enable the user to interact in a new community</li></ul>	<b>Value Propositions</b> <ul style="list-style-type: none"><li>• Personalization</li><li>• Authenticity</li><li>• Newness</li><li>• Practical</li></ul>	<b>Customer Relationship</b> Community & interaction (add, propose places, chat)	<b>Customer Segments</b> Mass market as our app affects: <ul style="list-style-type: none"><li>• Anyone using a smartp hone</li><li>• Any tourist</li><li>• Any local</li></ul>
	<b>Key Recources</b> <ul style="list-style-type: none"><li>• Human resources, em ployees</li><li>• Data(geolocalisation and streets and monument data)</li></ul>		<b>Channels</b> <ul style="list-style-type: none"><li>• App Store</li><li>• Google Play Store</li></ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• Promotion of application (ads)</li><li>• Development &amp; Maintenance</li></ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• Sponsors</li><li>• Advertisements</li></ul>	