The Business Model Canvas

Designed for: No.name Designed by:

Oliver Zlatuška

Date: 18.10.2023 Version:

Key Partnerships

VSPJ No.name



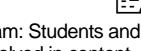
Key Activities

Creative Writing: Articles, reports, reviews.

Web Development: Website creation and maintenance.

Marketing: Promotion of the website and content.

Key Resources

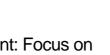


Editorial Team: Students and teachers involved in content creation.

Technology: Web hosting, CMS (Content Management System).

Time: Hours dedicated to the project.

Value Propositions



Unique Content: Focus on school-related topics and activities.

Interactivity: Commenting, surveys, and discussions.

Updated Information: Regular updates and new articles.

Customer Relationships



Community Engagement: Building a community through social media and school events.

Feedback: Collection and evaluation of opinions and feedback.

Channels



Social Media: Promotion and increased reach.

distribution channel.

Email Newsletter: Regular updates for interested parties.

Customer Segments



(\$)

Students: Primary audience, from elementary to high school.

Teachers and Parents: Secondary segment, interested in activities and results.

Local Community: Interested in school events and news.

Cost Structure

Hosting and Domain: Monthly/yearly expenses.

Software: Costs for CMS or other necessary tools.

Labor: Time spent on the project, potential compensation for external collaborators.

Revenue Streams

Advertising: Space for local businesses on the website.

Sponsorship: Financial support from partners.

Merchandising: Sale of school clothing or other products with the magazine's logo.



