开心词场

Key partner:

- MAP(Multi–level & Automatized Processing Model)
- checkpoints game model
- PK with friend (Wechat+QQ)
- Multiple language
- ranking list
- professional vocabulary notes
- online class

Key activity:

- software development
- English education expert
- feedback management

Key resources:

- software
- 沪江brand
- high qualitied developers
- techniques
- experience

Value Proposition:

interesting learning tool for vocabulary,   competition

Customer Relationship：

- ad： website ad, 沪江public account, leaflet
- FRQ
- score

Chanel：

Customer Segments：

People who want to study vocabulary in the form as game

Cost structure:

- software development
- marketing
- feedback management
- fees

Revenue Streams:

- online class
- stationary store

么么答

Key partner:

- ranking list
- question-and-answer game
- many topics
- chat channel
- friend roster
- PK

Key activity：

- software development
- English education expert
- feedback management

Key resources:

- software
- high qualitied developers
- techniques
- experience
- shape brand

Value Propossition:

study by the game, competition

Customer Relationship：

- ad： website ad, weibo, Renren,wechat public account
- feedback
- score

Chanel:

APP store

Cost structure:

- software development
- marketing
- feedback management
- fees

Revenue Streams:

- ads

百词斩

Key partner:

- picture association
- complete vocabulary list
- community
- diversed review function
- online class

Key activity：

- software development
- English education expert
- feedback management

Key resources:

- software
- high qualitied developers
- techniques
- experience
- shape brand

Value Propossition:

interesting way to study

Customer Relationship：

- ad： website ad, weibo, wechat public account
- feedback
- score

Channel:

APP store

Cost structure:

- software development
- marketing
- feedback management
- fees

Revenue Streams:

- ads
- stationery store
- online class