13-9-2018

BMC

C5: Wessel, Bart, Cees en Luke

Inhoud

[Key Partners 2](#_Toc524613557)

[Who are our Key Partners? 2](#_Toc524613558)

[Who are our Key Suppliers? 2](#_Toc524613559)

[Which Key rescource ar we acquiring from partners? 2](#_Toc524613560)

[Which Key Activities do partners perform? 2](#_Toc524613561)

[What Key Activities do our value propositions require? 3](#_Toc524613562)

[Our Distribution Channels? 3](#_Toc524613563)

[Customer Relationships? 3](#_Toc524613564)

[Revenue streams? 3](#_Toc524613565)

[What Key Resources do our Value Propositions require? 4](#_Toc524613566)

[Our Distribution Channels? 4](#_Toc524613567)

[Customer Relationships? 4](#_Toc524613568)

[Revenue Streams? 4](#_Toc524613569)

[What value do we deliver to the customer? 5](#_Toc524613570)

[Which one of our customer’s problems are we helping to solve? 5](#_Toc524613571)

[What bundles of products and services are we offering to each Customer Segment? 5](#_Toc524613572)

[Which customer needs are we satisfying? 5](#_Toc524613573)

[What type of relationship does of our Customer Segments except us to establish and maintain with them? 6](#_Toc524613574)

[Which ones have we established? 6](#_Toc524613575)

[How are they integrated with the rest of our businessmodel 6](#_Toc524613576)

[How costly are they? 6](#_Toc524613577)

[Through which channels do our Customer Segments want to be reached? 7](#_Toc524613578)

[How are we reacing them now? 7](#_Toc524613579)

[How are our Channels integrated? 7](#_Toc524613580)

[Which ones work best? 7](#_Toc524613581)

[Which ones are most cost efficient? 7](#_Toc524613582)

[How are we integrating them with customer routines? 7](#_Toc524613583)

[For whom are we creating value? 8](#_Toc524613584)

[Who are our most imported Customers? 8](#_Toc524613585)

[What are the most important costs inherent in our business model? 9](#_Toc524613586)

[Which Key Resources are most expensive? 9](#_Toc524613587)

[Which Key Activities are moest expensive? 9](#_Toc524613588)

[For what value are our customers really willing to pay? 10](#_Toc524613589)

[For what do they currently pay? 10](#_Toc524613590)

[How are they currently paying? 10](#_Toc524613591)

[How would they prefer to pay? 10](#_Toc524613592)

[How much does each Revenue Stream contribute to overall revenues? 10](#_Toc524613593)

Key Partners

# Who are our Key Partners?

* GLIMM Screens International
* OriginGPS
* Autodealers (zij kunnen aanvragen via de website)

# Who are our Key Suppliers?

* GLIMM Screens International
* OriginGPS
* Made in China
* Ali expresss

# Which Key rescource are we acquiring from partners?

* Projectie Folie
* GPS- sensoren
* Package
* Raspberry PI
* Dashcam

# Which Key Activities do partners perform?

* Productie voor onze goederen.
* Verkoop

Key Activities

# What Key Activities do our value propositions require?

* Hosting
* Development
* Selling

# Our Distribution Channels?

* BWCL dev team

# Customer Relationships?

* Cloudflare Hosting
* Autodealers

# Revenue streams?

* Verkoop van het product.

Key Recources

# What Key Resources do our Value Propositions require?

* GPS Sensor
* Folie
* Raspberry PI
* Package
* Dashcam

# Our Distribution Channels?

* BWCL Dev team (Wij)

# Customer Relationships?

* GLIMM Screens International
* OriginGPS
* CloudFare Hosting

# Revenue Streams?

* Verkoop van het product Online
* Verkoop bij autodealers

Value Propositions

# What value do we deliver to the customer?

* Veiligheid op de weg
* Navigatie
* Dashcam
* HUD

# Which one of our customer’s problems are we helping to solve?

* Gebruiksgemak van het product
* Angst bij reiden slecht weer.
* Slechte navigatie
* Verkeersveiligheid
* Duidelijke verlichting bij donker weer.
* Het missen van een verkeersbord

# What bundles of products and services are we offering to each Customer Segment?

* Een product om veiliger deel te nemen aan het verkeer.
* Dashcam
* Navigatie
* HUD
* Projector
* GPS
* Voor ruit folie

# Which customer needs are we satisfying?

* Prijs moet niet te duur.
* Het moet makkelijk zijn om te gebruiken voor alle leeftijden.
* Verkeersveiligheid
* Geen angst voor slecht weer

Customer Relationships

# What type of relationship does of our Customer Segments except us to establish and maintain with them?

* Self service op onze website.
* Bug Reports

# Which ones have we established?

* Een website met gebruiksaanwijzingen online.

# How are they integrated with the rest of our business model

* Goed want de mensen die er in geïnteresseerd zijn kunnen alles over het product op de website vinden.

# How costly are they?

* Alleen de kosten van de website. (€300,00)

Channels

# Through which channels do our Customer Segments want to be reached?

* Autogarages
* Online winkels
* Eigen website

# How are we reaching them now?

* Internet websites

# How are our Channels integrated?

* Website met alle info waar autogarages contact met ons op kunnen nemen om ons product te kunnen verkopen.

# Which ones work best?

* Momenteel, onze website

# Which ones are most cost efficient?

* Verkoop websites.

# How are we integrating them with customer routines?

* Dat word in de auto garage gedaan.

Customer Segments

# For whom are we creating value?

* Mensen die moeilijk kunnen rijden met slechte weersomstandigheden.
* Voor mensen die hun navigatie willen upgraden naar een betere en meer overzichtelijke weergaven.
* Voor mensen die het moeilijk vinden stoplichten in de gaten te houden zien dit nu in een oogopslag op het folie op de raam.
* Automobilisten die geen verkeersborden willen missen.

# Who are our most imported Customers?

* Autogarages die ons product willen verkopen
* Automobilisten die een upgrade in overzicht willen maar geen zelfrijdende willen.
* Automobilisten met Angst onder slecht zicht (weer/nacht)

Cost Structure

# What are the most important costs inherent in our business model?

* Hardware
* Gps sensoren
* Rear projection film (folie)
* Productie
* Distributie

# Which Key Resources are most expensive?

* Hardware
* Gps sensoren
* Rear projection film (folie)

# Which Key Activities are most expensive?

* Productie
* Distributie

Revenue Streams

# For what value are our customers really willing to pay?

* 400 euro max

# For what do they currently pay?

* 250 euro.

# How are they currently paying?

* Bij de autogarages bij het kopen van een auto of het laten instellen in de auto.
* Online bankieren
* Paypall
* Afterpay
* Mistercash
* Visa/mastercard

# How would they prefer to pay?

* Bij de autogarages bij het kopen van een auto of het laten instellen in de auto.
* Online bankieren
* Paypall
* Afterpay
* Mistercash
* Visa/mastercard

# How much does each Revenue Stream contribute to overall revenues?