

The Business Model Canvas

Designed for:

Street Cricket Management Website

Designed by:

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On: 04/08/2018

Iteration #

Key Partners

- Sponsors & Local Sports Related Retailers Shops.

Key Activities

- 1) Software Development & maintenance
- 2) Advertising & Marketing
- 3) Event Organization

Key Resources

- Team & Player Data
- Website & Database

Value Propositions

- Match Fixing/Scheduling & Team Management Website
- Match Statistics & Scoreboard.
- Live Comments & Commentary (On Mobile)
- Product Reach & Business Development

Customer Relationships

- Fund & Hold a Tournament for a Valuable Winning Prize/ Trophy.
- Make website/Mobile Application free for all teams registered, except for some Premium Features. (see Proposal)
- Viewers can become sponsors for teams & organize a match.
- Prioritize Sponsors' Services & Products to make it visible to Teams

Channels

- Face-to-Face meetups
- Promotional Tournaments/Matches
- Marketing via Social Media
- Information Sharing via Community

Customer Segments

- Cricketers & Teams
- Audience / Viewers
- Local Sports Equipments Retailers.

Cost Structure

- 1) Research, Development & Continued maintenance cost of Website. (Web Hosting Fees, WEB Domain Registration Payments, API Annual Payments)
- 2) Salary for Developers
- 3) Utility cost at Development phase (EB, ISP payments, Payment for Developer)

Revenue Streams

- Sponsor's Product Advertisement Fees
- Match Fixing Commission
- Donations (from teams & audiences)
- Premium Feature Fees (from teams & Sponsors, if selected)