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| ***The Business Model Canvas*** | Designed for: NextLevel Analytics |  | Designed by: Charles Yang |  | Date: 2/28/2022  Iteration: 0 |

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| Key Resources  **Microsoft Azure**   * Cloud infrastructure for our websites, SQL databases, and data pipelines   **Google Cloud Platform**   * Cloud Firestore, for storing timestamped metrics for our clients   **Developers**   * First major investment will be hiring more fulltime developers.   **Marketing Department**   * Hiring a small but dedicated team tasked with purchasing ads, managing social media, and answering basic customer questions   **Social Media APIs**   * Most social media platforms provide APIs for programmatical access to data | | Key Activities  Our work is split into layers:  **Data Engineering**   1. Gaining access to clients’ social media networks (APIs and OAuth) 2. Creating automated data gathering functions to deploy to the cloud   **Database**   1. Storing client information and other resources (SQL) 2. Storing metrics for analysis (NoSQL) 3. Administration, security   **Analytics**   1. Protype high-quality, interactive visualizations 2. User-friendly statistics 3. Analytics “factory.” Functions for generating our visualizations/statistics   **Web**   1. Developer portal to provide our developers access to key tools 2. Client-side onboarding and dashboard | Value Propositions  Analytical Suites  **Essentials**   * Fully interactive visualizations * Basic summary statistics * Customizable Dashboard   **AI Extension**   * Auto-categorization and within-category analytics of clients’ content * Content-based performance forecasts * Advanced AI-powered insights   **Enterprise**   * Contact sales for pricing * Full access to all features * 24/7 support * Feature request prioritization * Custom solutions   Using NextLevel Analytics, clients will be able to analyze their brand’s online performance. These tools are essential in evaluating marketing strategies. | | | Customer Relationship  **Basic Expectations**   * Customers will want to ask questions regarding product * Customers will expect customer support   **Customer Interaction**   * Website will contain as much info as possible * Contact form available for questions * 8-5 technical support for normal users * 24/7 on call support for enterprise clients * Feature suggestion feature   + Will be greatly emphasized to maximize feedback   **Overall Goal**   * Clients should feel like their needs are heard and addressed quickly * Client should feel like product is personalizable, interactive, and understandable * Utilize user base as feedback source for iterative development | Customers  **Content Creators**   * Twitch streamers * YouTubers * TikTok-ers * All with social media following   **Marketing Teams**   * Companies with brands (everyone)   **Influencers**   * See their influence on all social media platforms * Can use empirical analysis to negotiate with sponsors   Anyone with who intends to generate attention or recognition with social media stands to benefit from NextLevel’s analytical suites. | |
|  | | Key Partners  **Threat Level Gaming**   * Community of gamers, content creators, and Esports teams * Content creators in the TL network will be given beta access to NL analytics * Feedback will be gathered for iterative development |  | | | Channels  **Customer Acquisition**   * Ads on social media, Google, YouTube * Website landing page * Email communication with those interested   **Customer Retention**   * High quality web portal to access services * Developer blog * Feedback channels   **“Locations”**   * Web * Mobile Apps (Future) * Browser Integration (Future) |  | |
|  | Cost Structure   1. **Fixed Costs:** Salaries, developer tools and servers, productivity tool licenses (Jira), IP and other legal items 2. **Variable Costs:** Cloud resources, marketing budget   **Economy of Scale**  As NextLevel gains clients, the amount of data gathered, analytics generated, support tickets, and feature requests will increase proportionally. This will incur larger cloud costs, especially in data warehousing, but the service subscription model is designed to counter this.  **Economy of Scope**  As NextLevel implements more features, either as developer’s ideas or client requests, more cloud resources will be provisioned, incurring higher cloud bills. Changes to social media platforms will result in high priority work and additional resources to adapt. More resources will be provisioned to expand user interaction efforts (dev blogs, for example). | | |  | Icon  Description automatically generatedRevenue Streams  Clients pay monthly or yearly subscription fees to use NextLevel Analytics. Pricing is dictated by the suite levels they choose to use.  For enterprise customers, subscription fees are variable depending on the complexity of their needs and custom solutions.  Clients may elect to add more users to their accounts to provide team access or add more social media accounts than are supported by default. This feature can be purchased by volume.  There is opportunity to sell non-personal data stored in our database to researchers or other interested parties. These deals will not be rare, but possible  In the future, NextLevel may architect developer APIs so our analytics can be integrated into 3rd party dashboards developed by a client’s team. This service would be billed per request. | | |  |