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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 Partners  **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 | | | 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  For whom are we creating value?  A picture containing metalware, chain, key  Description automatically generatedWho are our most important customers?  Who is our ideal customer?  Who will be our first customer?  Who is the:   * Buyer * User * Beneficiary | |
|  | | Shape  Description automatically generated with low confidenceKey Resources  **[Startup Shopping List]**  What Key Resources does our  Value Proposition require?  Our Channels?  Customer Relationships?  Revenue Streams?  **TYPES OF RESOURCES:**  Physical  Intellectual (brand patents, copyrights, data)  Human  Financial |  | | | Shape  Description automatically generated with low confidenceChannels  Which Channels do our Customers want to be reached?  How are our Channels integrated?  Which ones are most cost-efficient?  How are we integrating them with customer routines?  How do we:   1. Create **Awareness** 2. Provide opportunities to **Evaluate** 3. Facilitate **Purchase** 4. **Deliver** 5. Follow-up **After** **Sales** |  | |
|  | Cost StructureA picture containing text  Description automatically generated  What are the most important costs inherent in our business model?   * Which Key Resources are most expensive? * Which Key Activities are most expensive?   **SAMPLE CHARACTERISTICS:**  Fixed Costs (salaries, rent, utilities)  Variable Costs  Economies of scale  Economies of scope | | |  | Icon  Description automatically generatedRevenue Streams  For what value are our customers really willing to pay?  For what do they currently pay?  How are they currently paying?  How would they prefer to pay?  How much does each Revenue Stream contribute to overall revenues?  **TYPES**: **FIXED** PRICING: **DYNAMIC** **PRICING**:  Asset Sale List Price Negotiation (bargaining)  Usage Fee Product feature dependent Yield Management  Subscription Fee Customer segment dependent Real-Time-Market  Lending/Renting/Leasing Volume dependent  Licensing  Brokerage Fees  Advertising | | |  |