



Business Model

By

Team 75

Revenue Model:

Media Vault has much to offer the market. It offers social interaction, when fully completed, in ways similar to other Social Media sites while offering storage and viewing services comparable with many other online storage systems. It is this meeting place that is the crux of our business model as it allows us to offer a combination that is in short supply elsewhere.

The social media side means that using a Wholesale or standard Subscription Model would be highly ineffective. Social Media lives and dies based on its ability to gather a large user base, something that Wholesale or standard Subscription would make impossible. However, the profit margins on all Donationware revenue models are well and truly too low for any project that requires constant upkeep, like Media Vault.

As a result, Media Vault is in the position of requiring constant income but also allowing a large number of people to gain access to the site with very limited restrictions. The primary Revenue model for projects with these dual requirements is an Advertising model. By incorporating ads, there could easily be a revenue stream added that will sustain and enrich the company. However, advertising Revenue is uncertain and requires significant start up time before it pays dividends.

We believe that the Advertising Model can be improved with integration with other models, in particular the Freemium and, through it, the Subscription models. The core Media Vault experience will be a free service, offering a reasonable but limited amount of storage alongside some non-intrusive ads. Users who wish for a larger amount of storage or a removal of ads may pay to gain an upgraded status and thus gain more storage space and no ads.

This free service will allow Media Vault to grow as a Social Media site while the stability of subscription revenue helps the site get on its feet and allows it to weather slow times in the profits of the Advertising model.

A key concern with this combination of Revenue streams is that of Public Image. Advertising revenue will be dependent on users who believe the site is well worth using on even a Free User account, while the Freemium Subscription revenue stream is equally dependent on users believing that the increased cost is worth the price. As a result, a public image of a bad deal could kill Media Vault

It is key that we cultivate an image of generosity and fairness as this image will aid with both of the revenue streams. While many services are considered essential enough that they can weather poor image, a service trading on its ability to combine two existing services must maintain the image of being a valued combination rather than being a waste of money compared to engaging in each individually.

User Benefits:



Free Users

- 5 GB Storage Capacity
- Can Store and View regular image and video files
- Will be provided assistance with any issue within 1 day
- Regular advertisement in the website



Premium Users

- From 20 GB Storage Capacity
- Can Store and View images and HD quality videos
- Will be provided assistance with any issue within 1 hour
- No advertisement in the website

Business Model:

Key Partners	Key Resources	Value Propositions	Customer Relationship	Customer Segments
<ul style="list-style-type: none">• Uses amazon server• Uses amazon storage	<ul style="list-style-type: none">• Physical Assets (Server, Computer, High Speed data connection)• Confidential Assets (Customer Data)• Skilled Developer team	<ul style="list-style-type: none">• Online Data Backup• Freemium Model• Easy access from everywhere• Potential community development with friends• Viewing images online• Playing videos directly• Interactive file search system	<ul style="list-style-type: none">• Account Management for users• Friend-list management for users• Personal assistance with Tech Support within 24 hours• Allow users to develop relationship within the website	<ul style="list-style-type: none">• New Entrant in existing market• Target: Competing in the Mass market
Key Activities				Channels
<ul style="list-style-type: none">• Providing Online Accessible Storage• Continual Development of Service• Troubleshooting for Users				<ul style="list-style-type: none">• Direct and own home-page
Cost Structure			Revenue Streams	
<ul style="list-style-type: none">• Marketing and Promotional Cost• Platform Development Cost• New feature implementation cost• Server Maintenance Cost			<ul style="list-style-type: none">• Basic Subscription and usage are free• Fixed price list• Revenue from providing service to premium user:• Premium Pricing: 20GB, \$4.50/Month 50GB, \$9.00/Month 100Gb, \$17.00/Month	