

The Business Model Canvas

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Key Partners



- Supermarket: Carrefour, Auchan, Simply etc.
- Kitchenware company
- Bookstore

Our key partners include the supermarket, kitchenware company and bookstore. For example, when the user use our application to find a recipe online, he(she) can directly buy the food material prepared by the partner supermarket, and use the cooking utensil made by partner kitchenware company, and read the cookbook bought in the partner bookstore.

Key Activities



- Software development and marketing
- Problem solving

Key Resources



- Machine learning technology
- Image identification
- Database of cookbooks and all kind of ingredients
- Algorithm for identifying recipes

Value Propositions



- Use image recognition system to save users' time on typing or guessing the name of ingredient. Sea food can be mistaken easily because they can be similar to each other but with totally different fleshy.
- Build a linked database on food and the spices. The App can inspire users to try different dishes when they find that every "word" in the recipe is linked to a lot of recipes. We will also build categories on analogous recipes like diet recipes or postpartum recipes which gives more ideas when users looking in.

Customer Relationships



- Provide customer service: telephone, mail
- changes application's disadvantage according to the statistic of customer satisfaction with the software
- Update frequently, go to the download store to see the customer's comments, remove the bug in the software and add better features

Channels



- Work with supermarkets and advertise on assemble markets.
- Work with some restaurants by buying their old recipes in change of inviting chef to record lessons which would be accessible in the app exclusively

Customer Segments



All type of people, especially

- People who are not good at cooking
- People who like to explore some cate
- housewife
- People who are busy

Cost Structure



- Payment for software development, including the development devices, professional software buying in development and test, rent for server and programmers' salaries.
- Payment for initial dish data collections, including restaurant consulting, salaries for collectors.
- Payment for technical maintaining, including technical consulting, server maintenance, app bug solving.
- Company daily expense, including rent for office, electrical supplies, property costs and submit of expense account.
- Advertising fees for promoting the application.

Revenue Streams



- Application buying charges from installers.
- Advertising fees of recommending restaurant for certain dishes such as 'Le Bouillon Chartier' etc.
- Advertising fees of recommending market to get original food materials and condiments such as Carrefour, Auchan etc.
- Charges for some non-free publishers, which means the company get a part of revenues for some charge dishes.
- Selling data or data analysed results to other companies or restaurants.



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