

The Business Model CANVAS

Designed for: Grazia Cobello

Designed by: Team 3

On:






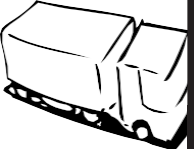


Day

Month

Year

Iteration:

No.

<div><div>Key PARTners</div><div><p>Our Key partners is Farina's development group</p><p>Our key supplier is ITI G. Marconi</p><p>We are acquiring from partners some developer that will help us to develop our web application</p></div></div>	<div><div>Key Activities</div><div><p>Our propositions require to design architecture and the development of the web app</p><p>Our Distribution channels will be Press Release and Online Ads</p></div><div></div></div>	<div><div>VALUE Propositions</div><div><p>We deliver to the client the approximate yield of his field so we help customer to choose the seed to plant.</p></div><div></div></div>	<div><div>Customer Relationships</div><div><p>Each customer could abbonate to use our services with different subscription depending of their needs.</p><p>We have two differents plans: Office an Personal.</p><p>"Office" plan costs €99,99 per year or €9,99 per month. This plan can be used contemporarily by 7 people.</p><p>"Personal" plan costs €49,99 per year or €4,99 per month and can be used just by one person.</p></div><div></div></div>	<div><div>Customer Segments</div><div><p>We are creating values for farming investors, farmers, accountants, all people tha want to know yield of a field.</p><p>Our most important customers are accountants.</p></div><div></div></div>
<div><div>Key Resources</div><div><p>Our propositions require to know the name of the seed that you want to plant, the position and the size of your field</p></div><div></div></div>		<div><div>CHANNELS</div><div><p>Our customer segments want to be reached by interntet ads . Now we are reaching them by ads.</p></div><div></div></div>		
<div><div>Cost Structure</div><div><p>The most important costs in our business model are the web ads to divulgate our service, the development of the service and the monitoring of the service after the development.</p></div><div></div></div>		<div><div>Revenue StrEAMS</div><div><p>Our customers will pay for a subscription that allows to use our services. It will be possible to pay with Paypal or credit card.</p><p>With the first 2000 customers we will pay the prduction cost and then 35% of subscription price will be for ads and maintaining services and 65% will be revenue stream.</p></div><div></div></div>		