The Business Model Canvas

Key Partners 🔗

- Manufacturing companies

- Shipping companies

- Server companies

Key Activities ✓

- R&D to troubleshoot the application and develop new solutions to bugs

- Marketing and Sales

Key Resources 🏭

- Application Servers

- Human resources for engineering

Value Propositions 🎁

To provide a simple, inexpensive method of liquid level detection

Customer Relationships ♥

- Customer-focus

- On-site customer support

- Online technical support

Channels 🚚

- Strong Social Media presence

- Word of Mouth

Customer Segments

- Bar owners and employees

- Restaurant owners and employees

- Alcohol vendors

- Commercial breweries

Cost Structure 🏷

- Low-material cost

- Maintenance

Revenue Streams 💰

- Selling inventory tracking devices

DESIGNED BY: Strategyzer AG
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