CHANNELS:

Consumers

* + 1 degree - referral networks
  + Promotion campaigns through social media
  + Mobile/Websites
  + Advertising

Partners

* + NTUC Fairprice, Giant
  + NEA, The Food Bank
  + Sheng Siong, Cold Storage

REVENUE STREAM:

* + Usage fee (5-7% of dollar transactions)
  + In-App advertising
  + Subscription fees
  + Paid downloads
  + Monthly rewards\redemptions

COST STRUCTURE:

* + Customers acquisition cost
  + Development & maintenance cost
  + Cost per customer
  + Cost per resource
  + Outsourcing cost

Channels includes entities you use to communicate your proposition to your segments, as well as entities through which you sell product and later service customers (see AIDAOR journey below). For example, if you sell bulbs for light houses and there’s a website all light house attendant purchase equipment, that site is a sales Channel. If you use Google AdWords, that’s a Channel, too (for getting attention). If you use a third party company to service the bulbs when they break, that’s also a Channel.

**Output**: a list of important Channels, linked to Personas or Segments if they differ substantially. Make notes on what steps are relevant for each- promotion, sales, service, etc.

At this point, you should map Segments to Propositions to Revenue Streams. The example below says ‘Revenue stream 1 is driven by Persona 1′s involvement with Propositions 1 & 2; Revenue Stream 2 is driven by Persona 2′s involvement with Proposition 2; and Revenue Stream 3 with Persona 3′s involvement with Proposition 3.’ That’s relatively diverse- yours may be much simpler and that’s fine.

**Output**: a list of Revenue Streams, linked (mutually) to Personas (or Segments if the mappings are the same within a set of Personas) and Value Propositions



