Business Model Canvas

Key Partners

The most important key partners are outsourcing teams in Europe. They provide skilled developers and offices with workplaces for them.

Key activities of the partners: full-cycle software product development that includes business analysis, architecture design, UI/UX, QA, testing, support, and maintenance. Teams use Agile/Scrum methodology to provide the best experience for clients.

Key Activities

Planning – analyzing and making a project ready for outsourcing, examining risks and work together on a plan how to overcome any problems and make future outsourcing process successful.
Partner Selection – reviewing our partner outsourcing companies and finding the best fit and price for a client.
Management – fully managing a development team and preventing any issues or misunderstandings.
Delivery – sending a client results of completed work and weekly reports (results of scrum sprints), than delivering a final product with a possibility of further maintenance.

Key Resources

Skilled employees in the US office.
High quality development teams in Europe.
Website of the company.

Value Proposition

- Knowledge of software outsourcing best practices
- Identifying and avoiding risks that can prevent project from being successful
- Helping with choosing a trusted and professional development team that ideally fits the project
- Effective outsourcing of a client`s project for maximum results in a given amount of time
- Helping with budget estimates
- Less price if compare with software teams located in the US, but very high quality
- Help a client to focus his time on different projects or aspects of his life and not be bothered by problems of managing an outsourcing team

Customer Relationships

Active communication with clients, responsiveness to any issues, guide through every step of developing.
Customers have a contract with the company for a particular period of time, so they will get a valuable help with planning a project and preparing it for outsourcing. Then, a company`s skilled manager will take care of managing a development team delivering a finished product for a client at the end of a contract.
Another option for clients is to have a monthly subscription for the service (better fits companies that have an existing product to maintain or previous customers that want to maintain their products and continue adding some features to a project along the way.

Channels

Website
Google AdWords
Email-marketing (after a customer fills a form on the website)
Promotion on outsource conferences
Networking on startup conferences
Recommendations from clients
Create a YouTube channel about outsourcing
Create an Instagram page about the company

Customer Segments

- Startups
Any types: big or small, already working or just starting.
Sometimes a price of development for this kind of companies is more important than very high quality or they do not have strict deadlines, so it is important to have a variety of outsourcing teams with different pricing and experience to offer.

- Large enterprises
Big companies usually have more finances available for a development of new product than companies that are just starting, and also they have high standards. They need an experienced and professional team that can do a project in time and without major problems.

Cost Structure

Office rent in the USA (for customer relations), office amenities, utilities.
Developing and maintaining the website.
Full-time employees in the USA that can do consulting about outsourcing and manage projects.
Marketing cost: advertisement in Google AdWords, tickets for conferences (+hotels, transportation).
Visiting outsource teams in Eastern Europe (Ukraine, Poland).
Cost of projects to be done for clients by outsourcing teams.

Revenue Streams

There are different models of getting revenue, and they are based on customers` needs.
Two options:
Fixed price – price that is based on project length and complexity. This price includes estimated budget for development a future product + cost of consulting a client and managing an outsourcing team (20% of project cost). In case of unsuccessful project – a client gets money back for consulting services and managing a team.
Monthly Subscription – a client pays a particular amount of money every month to the company for consulting services and managing a team. There is no money back.