

OPERATIONAL COSTS

What are the costs to operate the platform business?

Look at your key activities, key resources and key technologies from the Service Canvas.

ACQUISITION COSTS

What are the costs to acquire the different stakeholders?

- Marketing

- Sales

- Community

- Onboarding

UNIT COSTS

What are the costs to „produce“ the offered services for you as a platform?

	20__	20__	20__
CONSUMERS REVENUES			
TOTAL NUMBER			
ACCESS REVENUE			
TRANSACTION REVENUE			
DATA REVENUE			
OTHERS REVENUE			
TOTAL REVENUE			
PRODUCERS REVENUES			
TOTAL NUMBER			
ACCESS REVENUE			
TRANSACTION REVENUE			
DATA REVENUE			
OTHERS REVENUE			
TOTAL REVENUE			
PARTNER REVENUES			
TOTAL NUMBER			
ACCESS REVENUE			
TRANSACTION REVENUE			
DATA REVENUE			
OTHERS REVENUE			
TOTAL REVENUE			

TOTAL COSTS

ECOSYSTEM IMPACT

TOTAL REVENUE