Bussiness Model

Project Anomaly

Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Advertiser *Advertisement agencies.* **Content maker** *Journalist, News aggregator.* **Social media** *Instagram, Facebook, Twitter.*	**Create** *content for consumption.* **Edit** *content that have been posted.* **Discoverable** *through search engine.* **Development** *using feedback from audience.*	**Advertiser** *Subscription based plan. Newsletter and promotion.* **Audience** *Entertainment content.*	**Advertiser** *Feedback from audience.* **Audience** *Add suggestions for contents.*	**Advertiser** • *Social Media based Ads.* • *Online shop based Ads.* **Audience** • *Indonesians* • *Global audience.*
	Key Resources **Human Resources** *Aggregator of contents.* **Intellectual Property** *Copyright for content creator.*		**Channels** **Advertiser** *Adevertisement agencies.* **Audience** *Social media integration.*	

Cost Structure	Revenue Streams
Salary *Per month for workers.* **IT Infrastructure** *Infrastructure cost.* **Promotion and Marketing** *Social media and subscription plan.*	**Digital Advertisement** *Advertisement on-site.* **Partnership** *Content aggregator.*

Inspired by : https://www.researchgate.net/publication/333754705_BUSINESS_MODEL_FORMULATION_FOR_E-NEWSPAPER_IN_INDONESIA_CASE_STUDY_PIKIRAN_RAKYAT

Figure 1: Business Model Canvas

Business Model

- **Digitization**

  By digitazing news, it's easier for people to access actual and factual based news.

- **Hidden Revenue**

  Advertisement (High-end, not low end), or minimum amount of non-intrusive ads will help income from sponsored articles.

- **Leverage Customer Data**

  Data gathered anonymously for demographic and light targeted ads, hence advertisement will be build as non-intrusive as possible.

- **Subscription**

  Regular fee by subscription will help audience to get vip contents like tutorial or user-made contents.

- **Open Business Model**

  Collaboration with collaborators will help ensure a good amount of content produced, this will help with traffics.