The Business Model Canvas Geaux IT

Austin Steepleton, Sebastian Heilemann, James Ensminger

Key Partners

- Who are our key partners?
- Who are our key suppliers?
- Which key resources are we acquiring from our partners?
- Which key activities do partners perform?

- Payment Processors
- Technical Support Agency

Key Activities

- What key activities do our value propositions require?
- Our distribution channels?
- Customer relationships?
- Revenue streams?

- Software Development
- Software Maintenance
- Software Support

Key Resources

- What key resources do our value propositions require?
- Our distribution channels?
- Customer relationships?
- Revenue streams

- Software Developers
- Marketing Team
- Support Agents

Value Proposition

- What value do we deliver to the customer?
- Which one of our customers' problems are we helping to solve?
- What bundles of products and services are we offering to each segment?
- Which customer needs are we satisfying?
- What is the minimum viable product?

- Simplicity
- Affordability
- Clean Design
- Short Training Time
- Low barrier to Entry

Customer Relationships

- How do we get, keep and grow customers?

- Free Trials
- Online Advertisements
- Rating Systems
- Customer Support

Channels

- Through which channels do our customer segments want to be reached?

- Online Web App

Customers

- How do we get, keep and grow customers?
- Which customer relationships have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

- Small Businesses: Organizations with low volume of information technology issues
- Secondary: Large Businesses: Organizations with high volume of issues

Cost Structure

- What are the most important costs inherent to our business model?

- Marketing
- Maintenance/Support

Revenue Streams

- What are the pricing tactics?

- Initial Purchasing Fee
- Small Yearly Subscription Fee