**The Business Model Canvas**

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**DesigneD by**

**:**

Strategyzer AG

*The makers of Business Model Generation and Strategyzer*

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strategyzer.com

Revenue Streams

Acquire metric 🡪Sell data

-increase visitors🡪 “sales” for Destination Jönköping

Customer Segments

Trends: Indicating that by 2022, 60% of today’s office bound employees are expected to work remotely (PSFK.com)

Target market

Consumers:

Remote workers/digital nomads, business travellers, students,

Businesses: local companies and the municipality of Jönköping

Personas:

Value Propositions

Consumers:

Our platform helps remote workers who want to find perfect working spaces in Jönköping by giving them accessible ratings creating valuable information about it.

Based on user ratings, consumers earn discounts.

Businesses:

Our platform enable businesses to receive rating based on customers experiences which in turn improve their sales and increased awareness.

The platform helps the municipality of Jönköping to attract businesspeople to services offered in the area.

Key Activities

We connect customers with providers

Gamification

Discount program

Key Partners

Municipality of Jönköping

Local businesses for instance: hotels, restaurants, cafeterias, libraries, co-working spaces

Cost Structure

Maintaining the website and application

Salaries

Marketing

Customer Relationships

Acquistion by sign-up.

Customer retention: gamification, collecting points, earning discounts.

Boosting sales: deals that they are provided with. (positive net-work effects)

*Designed by: Workingspace #Jkpg*

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*Version: 1*

*Designed for: Destination Jönköping*

Channels

Website

Application

Marketing:

Social media: Blog, Vlog, FB, Linkedin

Key Resources

-network effects, so we need users and businesses to use the service

-co-operation with business partners