facebook - Business Model Canvas

Keys Partners
- Ad Agencies
- Content Partners
- OEMs

Key Activities
- Platform Development and Maintenance
- New Products Development

Key Resources
- Facebook Platform
- Social Graph

Value Propositions
- Conect with your friend and share your ideas
- Targeted Ads to specific user profiles
- Development Tools and Payment Infrastructure

Customer Relationship
- Same-side Network Effects
- Cross-side Network Effects

Channels
- facebook.com
- Facebook App

Customer Segments
- Worldwide Internet Users
- Advertisers
- Developers

Cost Structure
- Datacenters
- Marketing and Sales
- R&D

Revenue Streams
- Free
- Ad Revenues (CPM, CPV, CPM)
- Payment Revenues (percentage fee)