

INFO5992 Understanding IT Innovations

Tutorial 09 Group Worksheet

Business Model Canvas of Afterpay

Tutorial Time:

Tutor Name:

Group Name:

Q1. Based on the reference information provided on this week as well as pre-reading information from Week 8, try to complete the **Business Model Canvas** for Afterpay.

Customer Segments:

- Young adults
- Fashion and beauty shoppers
- Tech-savvy shoppers
- Low-income shoppers
- Impulse buyers
- Small business owners
- Budget-conscious consumers
- Customers looking to do instalment payments
- Customers looking for a more flexible payment option, particularly for higher-priced items
- Merchants looking to increase sales and customer loyalty by offering a new payment option

Value Propositions:

- Convenience
- Affordability
- No interest
- No credit check
- Reduce risk
- Interest-free instalments
- Wide retailer network
- Simple user experience

Channels:

- Online platform
- Mobile application
- In-store
- Marketing partnerships
- Small business platform
- Social media
- Direct marketing and sales to potential merchant partners

Customer Relationships:

- Self-service
- Personal assistance
- Community
- Co-creation
- Free membership
- Different payment methods
- Customer service and support through various channels

Revenue Streams:

- Merchant fees

- Late fees
- Interest income
- Interchange fees
- Usage fee
- Transaction fees
- Penalties from defaulting customers

Key Activities:

- Onboarding merchants
- Customer acquisition
- Payment processing
- Technology development
- Customer support
- Developing and improving the platform and technology
- Marketing and promoting the service to potential merchants and customers
- Managing relationships with merchants, payment providers, and other stakeholders
- Monitoring and analyzing data to optimize the service and user experience
- Payment processing
- Risk assessment
- Partnership fostering and monetary management

Key Resources:

- Technology platform
- Employees
- Relationships with merchants
- Brand reputation
- Financial resources to cover the costs of providing credit and managing risk
- Marketing and advertising resources
- Analytical resources including large data capital

Key Partnerships:

- Technology providers
- Payment processors
- Credit card companies
- Third-party merchants
- Financial partners
- Banks
- Industry collaborations and associations

Cost Structure:

- Technology development
- Marketing and advertising
- Payment processing fees
- Customer support and operations
- Employee salaries and benefits
- Financial resources to cover the costs of providing credit and managing risk.