

The Business Model Canvas

Designed for: DSc in Business

Designed by:

Date:

Version:

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

ESP can partner with other companies in related industries, such as human resources consulting firms and employee engagement software companies

Maybe data storage or computation can be done by a partner company (Microsoft Azure)

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/Network

The key activities include the data collection and pre-data analysis, development of retention and satisfaction improvement plans, and implementation and monitoring the model development to track success and make adjustments as needed.

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

The key resources for the ESP include a team of experts in human resources, data analysis, and employee engagement, as well as the necessary technology and software to collect and analyze employee data.

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the job done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

We can help companies predict whether an employee is likely to leave and take necessary actions to keep them satisfied, which can lead to an overall increase in employee retention and satisfaction within the company, resulting in increased productivity and reduced recruitment and training costs.

Our product provides a comprehensive solution to employee retention and satisfaction through data analysis and employee engagement strategies.

We provide 1 month free trial for the companies. We also provide the discounted offer for the companies who buy the 3 years subscription rather than buying a default 1 year subscription. Along with that we can offer a free technical support 24/7.

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self Service
Automated Services
Communities
Co-creation

ESP provides 24/7 free technical support for the active subscription members. Periodic upgrades and newly introduced features are always free for the active customers. We also provide promising data security and completely transparent to the consumers about the data usage.

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization?
3. Purchase
How do we allow customers to purchase specific products?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

We can market to potential clients through industry events and conferences, social media, online advertising, and by developing case studies and testimonials from pilot companies

Customer Segments



For whom are we creating value?
Who are our most important customer?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Companies with high turnover rates, particularly in industries such as technology and retail. Human resources departments and managers within these companies can also be targeted as they are often responsible for employee retention and satisfaction.

The most important customers are the companies that are facing high employee turnover and dissatisfaction, and are looking for a comprehensive solution to improve their employee retention and satisfaction. These companies will benefit the most from the ESP's ability to predict employee turnover and job satisfaction and take necessary actions to keep employees satisfied. These companies will be willing to invest in the ESP and will be willing to pay for the subscription-based service or consulting-based service, in order to improve their employee retention and satisfaction.

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MODEL
Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

The most expensive resources are the server costs for hosting the model training and data storage

The costs associated with the ESP include the expenses of the team of experts, the expenses of the necessary technology and software, and the costs associated with attending industry events and conferences.

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?

TYPES	FIXED REVENUE	DYNAMIC REVENUE
Asset sale	List Price	Negotiation (bargaining)
Lump fee	Product feature dependent	Referral Management
Subscription Fees	Customer segment dependent	Real-time Market
Licensing	Volume dependent	
Advertising		

The ESP generates revenue through subscription-based service and the consulting-based service, where the clients pay an annual subscription fee to access the ESP and manage the program within their company.