The Business Model Canvas 'GraffitiExpress'

Key partners

What are your key partners to get competitive advantage?

Graffiti artists

Stad Gent

Artevelde Hogeschool

Key activities

What are the key steps to move ahead to your customers?

Safe way of making a good looking wall in your home. No vandelism, just art!

Looking for a public place to create graffiti legally

Key resources

What resources do you need to make your idea work?

Advertisement

Graffiti artists

program for app developement

Key activities What are the key steps to move ahead to your customers?

You can see artists specifically for your interests.

No graffiti at places were people don't want it.

Customer relationships

How often will you interact with your customers?

Quite a lot, it is really important that the customer is close to us. We dont want anything to go wrong in the process of Grafitting your own house/public place.

Channels

How are you going to reach your customers?

Our app

Social Media

Workshops with graffiti

Customer segments

Who are your customers?

Describe your target

audience in a couple of

words.

Graffiti lovers, people that love graffiti but don't want it to be put on certain places that aren't allowed.

Graffiti artists who want to make extra money with graffiti.

starting graffiti artists

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period? We are hoping to not spend anything at all. We can develop ourselfs and don't need a third party to do this for us! We do need to publish this online so it would be around €100 per year.

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues. Our customers can pay online, with Bancontact or Payconic. We think this is the best way possible. Most of the payed amount goes to the artist and a small percentage goes to us.

They want to pay for graffiti art at a good price.