

### Key PARTner

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**Key Resources**  
Computers provided by school with software:  
- Netbeans 8.0.2:  
- Framework Java Swing

**Key Activities**  
Marchi Enrico: creation of code structure  
Gaole Elia: graphic appearance  
Grippi Giulio Federico: graphic appearance  
Bulai Matteo Alexandru: methods creation for operations  
Emiliani Jennifer: methods creation for operations

### Key Activities

**Key Activities required for Value Propositions:**

Creation of attractive and functional graphic appearance

The user must know how to orient themselves.

Fully functional program until the realization of at least the **public chat**

### Key Resources

The key resources regarding distribution:

They are advertising media. Means of communication through which we can spread the product.

As distribution channels you can think of video platforms in which we post videos about the use of chat.

The relationship with customers could therefore also be established online as well as in live.

### VALUE Propositions

We Provide the ability to chat within the classroom. It requires the single graphic chat service, in which the user can space and take advantage of it.

Features:  
Intuitive enough graphics.  
Convenience: high (except for private chat)

### CHANNELS

Our customer segments can be reached through virtual channels, such as websites with which we can be contacted to offer the service.

In the same advertising methods we can insert links, or addresses that refer to our contacts in order to provide information.

At the moment we can reach them in the classroom range,

But we can expand the contact possibilities.

At the moment the channels are therefore not integrated "into the network", but it is possible to do so in the future with tools of communication, social networks, or websites created by us.

Therefore, we integrate with the customer routine by constantly updating customers (thanks to the channels) on the news of consolidated development.

### Customer Relationships

it is assumed that each segment of our customers intends to establish a relationship for which a negotiation takes place,

They can then have the final "Potatolk" product through which they can chat.

The "Potatolk" product therefore could be advertised in order to raise the level of customers.

Our Customers level could be increased by updating the application and advertising updates.

### Customer Segments

the most important customers we aim for are those who need the use of a class chat (or in general of a business group, or even for personal home use).  
We can therefore think of an industry (the employees).  
A school (the students).  
At home in a personal context.

### Cost Structure

Given the initial phase in which the project is located, the problem of costs does not yet arise.

At the moment of initiation of a marketing and advertising project a monetary cost is required (in this case the most important costs to manage will be inherent to the physical machines of the laboratories.

They will therefore also be the most expensive key resources, as well as the activities that will require the use of such machines, they will be the most expensive.

### Revenue StrEAMS

Currently our customers do not need to make payments.

The application does not appear in a company environment in which there is a purchase contract.

The customer is presumably fully willing to make use of our application.

The preferable amount to be paid by the customer is therefore the current one, equal to nothing.

The contribution of each revenue stream to aggregate revenues can only be estimated to the extent that this project receives the assumption of a corporate identity, where a certain price comes into play.