

Business Model Canvas



Key Partners

- Our key partners include the core team of four members who collaboratively handled all aspects of the project, including scriptwriting, filming, editing, and animation.
- Additionally, we involved a 9-year-old child actor to bring the story to life, as the video is aimed at educating children about the history of animation and cartoons.



Key Activities

- The project started with a collaborative scriptwriting effort, followed by filming and editing with removing BG techniques.
- We animated elements in Premiere pro and After Effects and created a cartoon-style intro and outro that featured credits and behind-the-scenes footage.



Key Resources

- Phone 7 and Oppo F11 smartphones for filming.
- Adobe Premiere for video editing.
- Adobe After Effects for background replacement, text animation, and animating cartoon elements.
- Adobe Audition for audio editing and reducing background noise



Value Propositions

- The project is a short film aimed at educating children about the history of animation and the impact of technology, including artificial intelligence, on the creation of full-length films.
- It also seeks to inspire young artists who enjoy drawing, showing them that they can become animation creators in the future.



Customer Relationship

- We aim to create an interactive relationship with our audience by offering entertaining and lighthearted content.
- The video features humorous behind-the-scenes footage, encouraging audience engagement and interaction.



Channels

The video will be distributed through YouTube, Vimeo, and social media platforms like Instagram and Facebook to reach parents, educators, and children's learning apps.



Customer Segments

- The target audience is children, as the film is presented in a playful and child-friendly manner.
- It covers topics related to cartoons and animation, making it appealing to this demographic.



Cost Structure

From the beginning, our goal was to utilize the resources available to us and push ourselves to create a high-quality video, despite having limited equipment. We relied on our smartphones for filming and used personal computers for editing. To ensure good visual quality, we maximized the use of natural lighting. This posed a significant challenge for us, but in the end, we completed the project to our satisfaction.



Revenue Stream

- Freelance Services: Revenue generated from offering video editing and animation services on freelance platforms.
- Sponsorships and Partnerships: Collaborations with brands or organizations that align with our project's theme for financial support or product placements.
- Merchandising: Income from selling related merchandise, such as educational materials, or animation tools aimed at children.