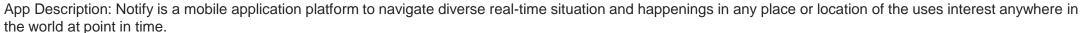
Business Model Canvas for team: The App Brewery

App Name: Notify





Key **Partners**



Key **Activities**



- Get local municipalities onboard
- Get Local businesses onboard
- Get community Forums on board

Key Resources



Value **Proposition**



- All Alerts are free
- **Local Promotions**
- Advertising and promotion alerts discounts

Customer Relationships



- Feedback form and surveys
- Notifications to users and venders through sms, email and app notifications

Channels



- Social media campaign
- Marketplace
- App Store

Customer **Segments**



- Local municipalities and police stations
- Local businesses
- Local communities

Cost Structure

- R1400 annual fees for Apple
- R356 once off fee for Google
- R300 for hosting



Revenue Streams

- Ads
- Premium monthly fee (no Ads)
- **Promotional Notification fee**



