Business Model Canvas for team: The App Brewery

App Name: Notify
App Description: Notify is a mobile application platform to navigate diverse real-time situation and happenings in any place or location of the uses interest anywhere in the world at point in time.

MTN Business
App of the Year

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