Business Model Canvas

Partenaires Clés
Key Partners

Qui sont nos partenaires clés?
Qui sont nos fournisseurs clé?
Quelles ressources clé allons nous acquérir auprès de nos partenaires ?
Parmi nos activités clés, lesquelles sont realises par nos partenaires?

Who are our Key Partners?
Who are our Key Suppliers?
Which Key Resources do we acquire from partners?
Which Key Activities do partners perform?

- Record companies (gain access to users' database)
- Original Equipment Manufacturing (OEM)

Activités Clés
Key Activities

Quelles activités clé sont nécessaires pour: Notre proposition de valeur ?
Nos canaux de distribution ?
Nos relations clients ?
Nos sources de revenus ?

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

- Hardware design
- Software design
- Communication and Marketing

Ressources Clés
Key Resources

Quelles ressources clés sont nécessaires pour :
Notre proposition de valeur ?
Nos canaux de distribution ?
Nos relations clients ?
Nos sources de revenus ?

What Key resources do our value propositions require?
Our distribution channels?
Customer relationships?
Revenue streams?

- Smartphone software staff
- Database servers
- Mechanical and robotic hardware staff
- Smartphone Stores

Proposition de valeur
Value Propositions

Quelle valeur délivrons-nous au client ?
Quels besoins clients satisfaisons-nous ?
Quelle problématique client aidons-nous à résoudre ?
Quelle offre proposons-nous à chaque segment client ?

What value do we deliver to the customer?
Which one of our customers problems are we trying to solve?
What bundles of products and services are we offering to each customer segment?
Which customer needs are we satisfying?

- Centralise favorite CDs on a single CD storage platform
- Revive old nostalgic music CDs
- Save time and compactness
- Gain in accessibility with connection to a smartphone
- Link contemporary technology to old technology
- Automate the manipulation of dics according to users' wants
- Ability to swap discs with external CD player

Clients
Customer Relationships

Quelle relation chaque segment client souhaite-t-il que nous établissons et maintenions avec eux ?
Lesquelles avons-nous établies ?
Comment sont-elles intégrées dans notre modèle économique ?
Quel est leur coût ?

What type of relationship does each of our customer segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

- Customer Service (phone)
- Online support

Canaux de distribution
Channels

A travers quels canaux nos segments clients souhaitent-ils être atteints ?
Comment les atteignons-nous ?
Quel est le niveau d'integration de nos canaux ?
Lesquels sont les plus rentables ?
Comment les intégrons-nous avec les habitudes clients ?

Through which channels do our customer segments want to be reached?
How are we reaching them now?
How are our channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

- Retailers
- Website
- App Store (iOS)
- Play Store (Android)
- Windows Store (Windows)

Segments des Clients
Customer Segments

Pour qui créons-nous de la valeur ?
Qui sont nos principaux clients ?

For whom are we creating value?
Who are our most important customers?

- High-end music lovers
- Music collectors
- Professionals
- Video game, gamers (teenagers, adults : 12 y.o to 30 y.o)
- Smartphone users
- Disabled people

Coûts
Cost Structure

Les couts le plus important sont quoi?
Quelles ressources clé sont les plus cher?
Quelles Activités Clés sont les plus cher?

Which are the most important costs in our business model
Which Key Resources are most expensive?
Which Key Activities are most expensive?

- Staff for developing the hardware/software
- Manufacturing
- Advertising and Branding

Revenus
Revenue Streams

Pour quelle valeur ajoutée nos clients sont-ils prêts à payer ?
Pour quelle offre paient-ils actuellement ?
Quelle est la fréquence de paiement ?
Comment préféreraient-ils payer ?
Quelle est la part de chaque source de revenus sur le revenu global ?

For what value are our clients really willing to pay?
For what do they currently pay?
How much are they currently paying?
How much would they prefer to pay?
How much does each Revenue stream contribute to overall revenue?

- Product sales
- Database sales to record companies
- Companies runs ads on application (e.g. music CDs)

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