The Business Model Canvas

Key Partners

- Third-party firm (programmer)

- Cooperation firm of KJR (examples):
  - kindergarden "Clubmäuse",
  - child leisure facility,
    - "Café Netzwerk",
  - "103er – Freizeittreff Obergiesing"

- Foundation for digital education (help with maintaining the app)

Key Activities

- Website/App Stores for distribution

- Administration/Moderation

- Advertising via KJR Website to use the app to start the participations

- Customer feedback for the future development and to increase the motivation to use the app long-term

Key Resources

- Third-party firm (programmer), for regular updates and new functionalities (from the customer feedback)

- Lawyer (Revision of data privacy and cookies (for the Web-App))

- employees for implementation/administration (laptop and work-phone, workplace)

Value Propositions

- Safe environment for digital communication (with children from 7 to 21 years) with focus on privacy and data security.

- It is a digital platform for connectivity among an established community and customized to the wishes and requirements of the KJR.

- It is easy to use, among other things for children with learning disabilities and convenient to use through the format of an app.

Customer Relationships

- Co-creation (feedback → for regular updates and functionalities)

- Contact to the moderator (chat moderation)

- A regular relationship with customers (support / feedback / workshop / events)

Channels

- Website (Web-App)

- Apple Store / Play Store

- General App Store
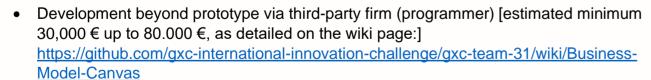
Customer Segments

- Two versions for two different segments:
  - Normal version (12 - 21 years)
  - Kids version (7 - 12 years, children with disabilities)

- Activity providers:
  - Staff at KJR
  - cooperation firms KJR

Cost Structure

- Development beyond prototype via third-party firm (programmer) [estimated minimum 30,000 € up to 80.000 €, as detailed on the wiki page:] https://github.com/gxc-international-innovation-challenge/gxc-team-31/wiki/Business-Model-Canvas

- On-going adminstration/moderation (one or two full-time employees – depending on the cost of employment at the KJR)

Revenue Streams

- Internal Use (free / no costs for users)

- financial governmental support

- KJR donation account

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