










# The Business Model Canvas

Designed for: KJR

Designed by: InterCos 31

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Version: 0001

<b>Key Partners</b>  <p>Kreisjugendring München-Stadt (Munich City District Youth Association) [customer]</p> <p>Hochschule München University of Applied Sciences (supplier of digital prototype)</p> <p>Third-party firm (programmer)</p>	<b>Key Activities</b>  <p>Website/App Stores for distribution</p> <p>Administration/Moderation</p> <p>Customer feedback</p> <b>Key Resources</b>  <p>Intellectual (prototype development)</p> <p>Digital space</p> <p>Third-party firm (programmer)</p>	<b>Value Propositions</b>  <p>Established community</p> <p>Digital platform for connectivity</p> <p>Convenience</p> <p>Accessibility</p> <p>Customized for needs of KJR</p> <p>Sponsorship</p>	<b>Customer Relationships</b>  <p>Co-creation (feedback)</p> <p>Customer service</p> <p>Cost of employment (administration/moderation)</p> <b>Channels</b>  <p>Academic institutions</p> <p>Instagram</p> <p>Newsletters (email/snail mail)</p> <p>Teacher-to-student</p> <p>Website</p> <p>Newspaper</p> <p>Available KJR channels</p>	<b>Customer Segments</b>  <p>Participants in the KJR (children aged 6 to 21)</p> <p>Staff at KJR</p> <p>Sponsors</p>
<b>Cost Structure</b>  <p>Development beyond prototype via third-party firm (programmer) [estimated ~\$80,000]</p> <p>On-going administration/moderation</p>		<b>Revenue Streams</b>  <p>[ NOT APPLICABLE ]</p>		



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