








# The Business Model Canvas

Designed for: **KJR**

Designed by: **InterCos 31**

Date: 24.11.2020

Version: 0003

<u>Key Partners</u>  <ul style="list-style-type: none"><li>• Third-party firm (programmer)</li><li>• Cooperation firm of KJR (examples):<ul style="list-style-type: none"><li>◦ kindergarden “Clubmäuse”,</li><li>◦ child leisure facility,<ul style="list-style-type: none"><li>▪ “Café Netzwerk”,</li></ul></li><li>◦ “103er – Freizeittreff Obergiesing”</li></ul></li><li>• Foundation for digital education (help with maintaining the app)</li></ul>	<u>Key Activities</u>  <ul style="list-style-type: none"><li>• Website/App Stores for distribution</li><li>• Administration/Moderation</li><li>• Advertising via KJR Website to use the app to start the participations</li><li>• Customer feedback for the future development and to increase the motivation to use the app long-term</li></ul>	<u>Value Propositions</u>  <ul style="list-style-type: none"><li>• Safe environment for digital communication (with children from 7 to 21 years) with focus on privacy and data security.</li><li>• It is a digital platform for connectivity among an established community and customized to the wishes and requirements of the KJR.</li><li>• It is easy to use, among other things for children with learning disabilities and convenient to use through the format of an app.</li></ul>	<u>Customer Relationships</u>  <ul style="list-style-type: none"><li>• Co-creation (feedback → for regular updates and functionalities)</li><li>• Contact to the moderator (chat moderation)</li><li>• A regular relationship with customers (support / feedback / workshop / events)</li></ul>	<u>Customer Segments</u>  <ul style="list-style-type: none"><li>• Two versions for two different segments:<ul style="list-style-type: none"><li>◦ Normal version (12 - 21 years)</li><li>◦ Kids version (7 - 12 years, children with disabilities)</li></ul></li><li>• Activity providers:<ul style="list-style-type: none"><li>◦ Staff at KJR</li><li>◦ cooperation firms KJR</li></ul></li></ul>
<u>Cost Structure</u>  <ul style="list-style-type: none"><li>• Development beyond prototype via third-party firm (programmer) [estimated minimum 30,000 € up to 80.000 €, as detailed on the wiki page:] <a href="https://github.com/gxc-international-innovation-challenge/gxc-team-31/wiki/Business-Model-Canvas">https://github.com/gxc-international-innovation-challenge/gxc-team-31/wiki/Business-Model-Canvas</a></li><li>• On-going administration/moderation (one or two full-time employees – depending on the cost of employment at the KJR)</li></ul>			<u>Revenue Streams</u>  <ul style="list-style-type: none"><li>• Internal Use (free / no costs for users)</li></ul>	



This work is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License. To view a copy of this license, visit: <http://creativecommons.org/licenses/by-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

Designed by: Strategyzer AG

The makers of Business Model Generation and Strategyzer