








The Business Model Canvas

Designed for: **KJR**

Designed by: **InterCos 31**

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Version: 0002

<u>Key Partners</u>  <ul style="list-style-type: none">• Third-party firm (programmer)• Sponsor/investor (financing the app)• Cooperation firm of KJR (kindergarten "Clubmäuse", child leisure facility, "Café Netzwerk", "103er – Freizeittreff Obergiesing")• Foundation for digital education (help with maintaining the app)	<u>Key Activities</u>  <ul style="list-style-type: none">• 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	<u>Value Propositions</u>  <ul style="list-style-type: none">• 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.	<u>Customer Relationships</u>  <ul style="list-style-type: none">• Co-creation (feedback → for regular updates and functionalities)• Contact to the moderator (chat moderation)• A regular relationship with customers (support / feedback / workshop / events)	<u>Customer Segments</u>  <ul style="list-style-type: none">• Two versions for two different segments:<ul style="list-style-type: none">◦ Normal version (12 - 21 years)◦ Kids version (7 - 12 years, children with disabilities)• Activity providers:<ul style="list-style-type: none">◦ Staff at KJR◦ cooperation firms KJR
<u>Cost Structure</u>  <ul style="list-style-type: none">• Development beyond prototype via third-party firm (programmer) [estimated ~\$80,000]• On-going adminstration/moderation (one or two full-time employees)			<u>Revenue Streams</u>  <ul style="list-style-type: none">• Internal Use (free / no costs)	



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Designed by: Strategyzer AG

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