Designed for: KJR

Designed by:

InterCos 31

Date: 24.11.2020

Version: 0003

Key Partners





- Sponsor/investor (financing the app)
- Cooperation firm of KJR (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



- 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 longterm

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

regular updates and

functionalities)



- Co-creation (feedback → for
- · Contact to the moderator (chat moderation)
- A regular relationship with customers (support / feedback / workshop / events)

Channels



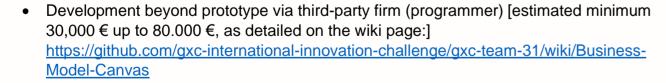
- Website (Web-App)
- Apple Store / Play Store
- General App Store

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



• 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)











