








# The Business Model Canvas

Designed for: KJR

Designed by: InterCos 31

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Version: 0001

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



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