

Business Model Canvas

Designed for:

VERIFACT

Designed by:










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Date:

11/26/2024

Version:

1.0

Key Partners  <ul style="list-style-type: none">- Data providers (Kaggle) for reliable datasets- Technology partners (Cloud providers, AI framework developers) for infrastructure- Social media platforms & news agencies for integration and content validation- Educational institutions and NGOs for outreach and media literacy promotion	Key Activities  <ul style="list-style-type: none">- AI platform development & maintenance- Data processing, and model training- User support and platform customization- API integration with partner platforms	Value Propositions  <ul style="list-style-type: none">- Real-time fact-checking and news verification- Time-efficient verification through AI automation- Trust building in digital content consumption- Educational resources for media literacy- Seamless API integration for businesses- Regular platform updates and improvements- Risk reduction in information sharing- Cross-platform compatibility	Customer Relationships  <ul style="list-style-type: none">- Self-service platform with automated support- Regular updates and transparent communication- Community engagement through forums and workshops	Customer Segments  <ul style="list-style-type: none">- Individual users seeking verified information- Businesses (media outlets, Influencers) requiring content verification- Educational institutions promoting media literacy- Content creators and journalists- Public institutions
	Key Resources  <ul style="list-style-type: none">- Technical infrastructure (cloud services, servers)- Intellectual property (AI models, algorithms)- Expert team (engineers, data scientists, support staff)- Data assets & partnerships		Channels  <ul style="list-style-type: none">- Mobile apps and web platforms- Social media presence- Email newsletters and updates- Educational workshops and webinars	
Cost Structure  <ul style="list-style-type: none">- Technology infrastructure and development- Marketing and customer acquisition- Data acquisition and partnerships- Operational expenses			Revenue Streams  <ul style="list-style-type: none">- Subscription fees from individual users- API licensing fees from businesses- Educational workshop and training fees- Custom solution development- Premium features and analytics access	