










The Business Model Canvas

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Key Partners  Music Content provider Companies Advertiser	Key Activities  1. Setting: Editing and adding new alarm 2. Set reminder for different events 3. Using different methods to stop the alarm 4. Automatically stop the alarm by Geo-detection	Value Propositions  1. Helping people keep a good life style 2. Helping people to improve working efficiency 3. Helping those people who have difficulty in getting up early 4. More convenient and interesting than normal alarm clock	Customer Relationships  Adding more and more interesting features to attract more users Encouraging users participation with various of awards	Customer Segments  Students Workers Officers Parents Who has trouble getting up in the morning
	Key Resources  Increasing our application's popularity by effective promotions and human resources Mathematical problems and tones stored in the database		Channels  Advertisements Rewards/Points Tones	
Cost Structure  Marketing and promotion Developing and maintain			Revenue Streams  Built-in advertisements from various of companies. Membership fee to cancel the ADs.	



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