## **The Business Model Canvas**

Designed for:

FocusCoding APP

Ximeng Wang Bo Wang Designed by: Xiaoyang Xu

Date: 1st,April,2016

Version: 0.2

Universities IT Companies Human Resource Companies Online Judge Platforms	1. Build up a helpful user community. 2. Increase popularity by advertisements and other promotion activity. 3. Seek for business partners and investment.  Key Resources  Existing online coding judgment platforms.  Large amount of potential users.  Popularity of IT companies.	Value Propositions  Help users to improve their coding ability.  Help companies to evaluate the coders.  Offer a platform for scheduling self learning pace.		Participants recognition and rewards.  Business partnership with IT companies.  Channels  Advertisements on online judging platforms.  Cooperation with IT companies.	University students Programmers HR Programming lover
Cost Structure  Marketing, promotions activity and communication			Revenue Streams  Advertisement and Investment from companies and donation from users.		













