

The Business Model Canvas










Designed for:

Designed by:

Group Yusuf

Date 1/4-2022

Version:

<p>Key Partners </p> <p>Our clients using the mobile application. Google playstore</p> <p>Payment partner to handle payments</p>	<p>Key Activities </p> <p>Building and maintaining an app</p> <p>Selling subscriptions for the application to new customers</p> <hr/> <p>Key Resources </p> <p>Developers for building the application.</p> <p>We also need staff for building good relationship and selling subscriptions</p> <p>We need Clients that use the application</p>	<p>Value Propositions </p> <p>Our application will enable clients to offer better service to their customers</p> <p>This service will raise the NPS from end-consumers as they are able to locate lost items</p>	<p>Customer Relationships </p> <p>Personal assistance will be used to achieve a close working relationship. This will allow for personal adaption which is a value add and allows for higher pricing down the line.</p> <hr/> <p>Channels </p> <p>We are going do sales through these channels: Phone calls Door-to-door</p> <p>With customers we will communicate both through the app and via e-mail.</p>	<p>Customer Segments </p> <ul style="list-style-type: none"> • Restaurants • Schools • Property owners/managers • Athletic clubs
<p>Cost Structure </p> <p>The most important costs will be: Development cost and maintenance of application. Our business is value-driven and will focus on value creation.</p>		<p>Revenue Streams </p> <p>Subscription revenue from clients using applications. The clients using our service will pay a monthly subscription fee which can be increased as the application is adapted to the Client's needs.</p>		



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