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|  |  | *Designed by:* | | | | |  | |  | | *:* |
| **Business Model Canvas** | | The Visions | | |  | | EmpowHer |  |  |  |  |
|  |  |  | | | | |  | |  | | |
| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| -Companies, shareholders and advertisers  -Marketing partners  -Women-focused NGOs  -Influencers in the women empowerment space. | -Developing app that is simple to navigate  -User acquisition  -Content moderation  -Marketing and outreach | | -Career development tools  -Networking opportunities  -Mentorship programs  -Free connectivity, everyone has the power to share ideas without barrier. | | | | -Virtual Communication  -User support through chatbot  -Events and webinars  -Bridge the gap between clients and corporates. | | -Women seeking career opportunies  -Entrepreneurs  -Organizations promoting women empowerment | | |
| **Key Resources** | | **Channels** | |
| -Technology infrastructure  -App development team  -Content creators  -Networking event organizers | | -Website and mobile app.  -Partnerships with women-foused organizations | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| -App development and maintenance cost(40%)  -Marketing and advertising expenses(10%)  -Research and Development(20%)  -Operational costs for events and activites(20%)  -Miscellaneous(10%) | | | | -Subscription fees and paid fearures  -Corporate Partnerships and sponsorships  -Advertisement revenue. | | | | | | | |
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