Web Messenger Client
The Business Model Canvas

Designed for: **WEB502**

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Version: 1

Key Partnerships

- UX/UI artists
- Server hosts
- Advertising partners

Key Activities

- Research development methods
- Research user needs
- Plan user safety features
- Produce placeholder assets
- Create the software
- Debug the software
- Create actual assets

Key Resources

- Physical or cloud-based server
- Message protocol
- Selected API(s)

Value Propositions

- Option to share emotes with friends

- Find new emotes on in-app marketplace

- In-app safety tools (free)

- Other ways for the users to express themselves
Eg - sprite customisation

Customer Relationships

Advertising methods:
- Purchase ad space
- Sponsor content creators
- Partner with other businesses
- Developer blog
- Word of mouth

Channels

- Web application
- Android/iPhone port
- Look at distributing via Apple Store/Google Play

Customer Segments

- People who want to chat with others online
- People who are looking for a change from their usual messenger app
- People who are looking for a new messenger app

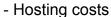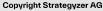## Cost Structure

- Hosting costs
- Developer Time (app creation)
- Developer Time (testing)
- Developer Time (maintenance)

Revenue Streams

- Community store (small cut of sales)
- Patreon or Subscribestar (donations)

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