

**A BMC REPORT ON
“DIGI-LYCEUM”**

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In fulfillment for the award of the degree

Of

BACHELOR OF ENGINEERING

In

COMPUTER ENGINEERING



Sarvajani College of Engineering and Technology, Surat.

Gujarat Technological University, Ahmedabad.

Academic year
(2018-19)

THE BUSINESS MODEL CANVAS

A business model canvas is a strategic management and lean start-up template for developing new or documenting existing business models. It is a visual chart with elements describing firms or product's value proportion, infrastructure, customers and finances. It assists firms in aligning their activities by illustrating potential trade-off.

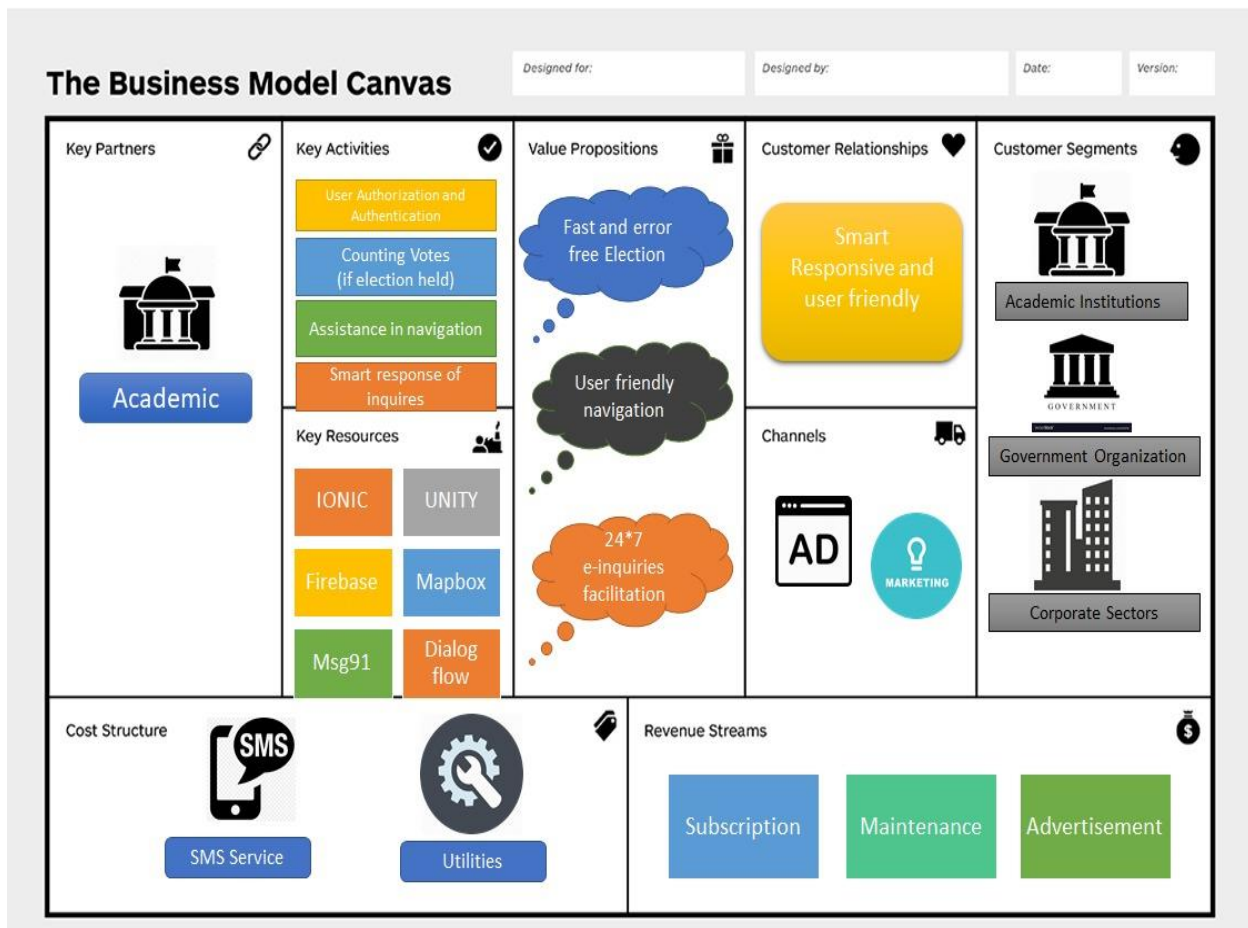


Fig.1.1. Business model canvas

In business model canvas, we include contents like key partners, key activity, key resources, value propositions and customer segments. This all contains are described below.

KEY PARTNERS

- Academic

KEY ACTIVITIES

- User Authorization & Authentication
- Counting Votes (If election held)
- Assistance in navigation
- Smart response of inquiries

KEY RESOURCES

- IONIC
- QGIS
- UNITY
- MSG91
- DIALOGFLOW
- FIREBASE
- Mapbox

VALUE PROPOSITIONS

- Fast & error free election
- User friendly navigation
- 24*7 e-inquiries facilitation

CUSTOMER RELATIONSHIPS

- Smart
- Responsive
- User friendly

CHANNELS

- Online/Offline
- Marketing
- Advertisement

CUSTOMER SEGMENTS

- Academic institutions
- Government organizations
- Corporate sectors

COST STRUCTURE

- SMS Service
- Utilities

REVENUE STREAMS

- Subscription
- maintenance
- advertisement