

Business Model Canvas

Designed for:

ยังไม่มีชื่อ

Designed by:

Sutjapong

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1.0

Key Partners

- Developers
- Payment gateway
- Artists
- Art traders
- Shipping company

Key Activities

- Bidding platform
- Payment processing
- Customer support

Key Resources

- Developers
- Artists
- Art galleries
- Art contents + display gallery

Value Propositions

- ตลาดประมูลงานศิลปะที่ใหญ่ที่สุดในประเทศไทย
- Thailand's largest arts auction market
- Thailand arts community
- ชุมชนงานศิลปะ

Customer Relationships

- Artist – Art collector
- Art collector – Art collector
- C to C

Channels

- Web application
- IOS / Android
- Arts facebook group/community

Customer Segments

- Artists
- Art collectors
- Galleries
- Internet users who interest in arts

Cost Structure

- Developer cost
- Marketing cost
- Server and hosting cost
- Payment gateway incentives
- Customer support cost (employee)

Revenue Streams

- Auction incentives
- Premium account fee?