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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | *Designed for:* | | | | | *Designed by:* | | *Date:* | | *Version:* |
| **Business Model Canvas** | | ยังไม่มีชื่อ | | |  | | Sutjapong |  | 13/1/2020 |  | 1.0 |
|  |  |  | | | | |  | |  | | |
| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| * Developers * Payment gateway * Artists * Art traders * Shipping company | * Bidding platform * Payment processing * Customer support | | * ตลาดประมูลงานศิลปะที่ใหญ่ที่สุดในประเทศไทย * Thailand’s largest arts auction market * Thailand arts community * ชุมชนงานศิลปะ | | | | * Artist – Art collector * Art collector – Art collector * C to C | | * Artists * Art collectors * Galleries * Internet users who interesd in arts | | |
| **Key Resources** | | **Channels** | |
| * Developers * Artists * Art galleries * Art contents + display gallery | | * Web application * IOS / Android * Arts facebook group/community | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| * Developer cost * Marketing cost * Server and hosting cost * Payment gateway incentives * Customer support cost (employee) | | | | * Auction incentives * Premium account fee? | | | | | | | |
|  | | | | | | | | | | | |