Business Model Canvas

Designed for:

Designed by:
Awad and Krupa

Date:
August 16, 2023

Version:

Key Partners

- Advertisers and businesses
- E-commerce platforms
- AI companies
- Data analytics

Key Activities

- Content curation
- Algorithm improvements
- Platform maintenance
- Partner collaborations

Key Resources

- User-generated content
- AI algorithms
- Technical infrastructure
- Brand reputation

Value Propositions

- Visual discovery platform
- Idea organization
- Content curation
- Sponsored content
- Direct shopping

Customer Relationship

- Personalization
- User engagement
- Customer support

Channels

- Mobile app stores
- Website
- Social media marketing
- SEO

Customer Segments

- Individual Users
- Businesses

Cost Structure

- Research and development
- Server maintenance
- Marketing and advertising
- Salaries

Revenue Streams

- Advertising revenue
- Promoted pins
- Sponsored content
- E-Commerce partnership