

Dianthus News – Provisional Business Model

Value Proposition:

1. Centralised News Source
2. Streamlined Profile Creation
3. Personalised User Experience
4. Diverse Content

Key Activities:

1. Development: All aspects of developing the software itself.
2. Promotion: Creating buzz and awareness to increase traffic.
3. User Communication: Keeping interested users informed of new developments

Key Resources:

1. Server: UCD development and production VM servers
2. Developers: James, Kang, Katharine, Liam and Shuyu
3. Software: Combination of our technologies resulting in Value Proposition
4. Social Media: Any site used to construct a users profile. E.g. Twitter / Reddit
5. New Sources: Any content included in our feed. E.g. Reuters / Time / BBC

Key Partners:

Current:

1. Twitter: Social media site used by us to determine a users preferences.
2. Reuters: A large and diverse news website used in our article source

(To Be Expanded)

Customer Segment:

1. General Users: Free service offered to all create high traffic
2. Big News Outlets: Used as main content in our feed
3. Small News Outlets: Target paying customers to offer increased traffic

Customer Relationship:

1. General Users: Automated / Low Maintenance
2. Big News Outlets: Impersonal / None
3. Small News Outlets: Personal Experience / Direct communication

Distribution Channels:

1. Website: Main software will be available online on our production server
2. Play Store: It will also be available on the Android Play Store
3. Twitter: Dedicated Twitter page used for promotion and communication
4. Reddit: Dedicated Reddit page used for promotion and communication

Cost Structure:

- Server Costs: Current Server Cost
(Scale and cost dependant on traffic)
- Maintenance: Our fees for maintaining the software after deployment

Revenue Stream:

- Inclusion Fee: Developer costs to add new outlet to the feed
Early Adopters (€99) / General (€299)
- Premium Accounts: Monthly Subscriptions for small news outlets (increased traffic)
- | | |
|----------------------|-------------------------|
| Silver Membership: | 25% Increased Matching |
| Gold Membership: | 50% Increased Matching |
| Platinum Membership: | 100% Increased Matching |
- (Cost Based on our Traffic)
- Priority Articles: An Article shows up in a feed regardless of best matching
- Pay Per Click (PPC) / E.g. €0.40 every time article is clicked
- Allocate the amount you are willing to spend

Business Model Canvas

Editable link: <https://canvanizer.com/canvas/wD-ouRzJqF4>

Readonly link: <https://canvanizer.com/canvas/l4HNDrTXchY>