










# The Business Model Canvas

Designed for:  
CMPS 480 DZ: Final Project

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<div><h3>Key Partners</h3><p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p><p><b>MOTIVATIONS FOR PARTNERSHIPS</b> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p><p>Our partners will be PointPark Information Technology degree program. They will also be our key suppliers.</p><p>The key resources that we are acquiring from PointPark will be a computer base, speaker if not provided, microphone, and proximity sensor.</p></div>	<div><h3>Key Activities</h3><p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p><p><b>CATERGOORIES</b> Production Problem Solving Platform/Network</p><p>Our value propositions require that the interaction to test the program for workability and human interaction compatibility. Our distribution channel for now will not be applicable. Customer relationship will have little contact, to not influence the customers interactions. Later it will be a show, tell, and sell. Our revenue stream will also be provided by PointPark for now</p></div> <div><h3>Key Resources</h3><p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p><p><b>TYPES OF RESOURCES</b> Physical Intellectual (brand patents, copyrights, data) Human Financial</p><p>Resources will include a computer, microphone, speaker, proximity sensor and for follow up, a survey that will let the customers give feedback to their interaction with the software.</p></div>	<div><h3>Value Propositions</h3><p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p><p><b>CHARACTERISTICS</b> Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p><p>For this project, we will offer the customer an automated helping hand for class and campus involvement.</p><p>Our main goal is to help students navigate and understand where and when classes will begin. Also, if time permits, we will add more features to this.</p><p>We are satisfying the needs of the students time management and navigation.</p></div>	<div><h3>Customer Relationships</h3><p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p><p><b>EXAMPLES</b> Personal assistance Dedicated Personal Assistance Self-Service Automated Services Communities Co-creation</p><p>The customer relationship will be with personal assistance for a self-service deliver around campus.</p><p>The business model is built around self-help.</p></div> <div><h3>Channels</h3><p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p><p><b>CHANNEL PHASES</b> 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's Value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?</p><p>Our customer segments will be reached with a survey that they can fill out.</p></div>	<div><h3>Customer Segments</h3><p>For whom are we creating value? Who are our most important customers?</p><p><i>Mass Market</i> <i>Niche Market</i> <i>Segmented</i> <i>Diversified</i> <i>Multi-sided Platform</i></p><p>We are creating value for students and professors.</p></div>		
<div><h3>Cost Structure</h3><p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p><p><b>IS YOUR BUSINESS MORE</b> Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p><p><b>SAMPLE CHARACTERISTICS</b> Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</p><p>The most important costs will be value driven. This will help students and teachers by giving information in a fun way to unknowledgeable students and could also have input from professors on what would be helpful to get their students to class on time. The most expensive resource will be the computer. The most expensive key activity will be the integration of software into a new environment in a timely manner.</p></div>		<div><h3>Revenue Streams</h3><p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p><table><tr><td><b>TYPES</b> Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising</td><td><b>FIXED PRICING</b> List Price Product feature dependent Customer segment dependent Volume dependent</td><td><b>DYNAMIC PRICING</b> Negotiation (bargaining) Yield Management Real-time-Market</td></tr></table><p>Customers may not be willing to pay because the cost effectiveness of navigation could also be navigated by staff and other students. This is similar to Siri but will be tailored specifically to PointPark.</p></div>		<b>TYPES</b> Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising	<b>FIXED PRICING</b> List Price Product feature dependent Customer segment dependent Volume dependent	<b>DYNAMIC PRICING</b> Negotiation (bargaining) Yield Management Real-time-Market
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