Key Partners



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquairing from partners? Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities

Our partners will be PointPark Information Technology degree program. They will also be our key suppliers.

The key resources that we are acquiring from PointPark will be a computer base, speaker if not provided, microphone, and proximity sensor.

Key Activities



What Key Activities do our Value Propositions require? Our Distribution Channels? **Customer Relationships?** Revenue streams?

Platform/Network

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

Key Resources



What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?

Intellectual (brand patents, copyrights, data)

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.

Value Propositions



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?

Newness Performance "Getting the Job Done" Brand/Status

Cost Reduction Risk Reduction Convenience/Usability

For this project, we will offer the customer an automated helping hand for class and campus involvement.

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.

We are satisfying the needs of the students time management and navigation.

Customer Relationships



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?

Personal assistance Dedicated Personal Assistance **Automated Services**

The customer relationship will be with personal assistance for a self-service deliver around campus.

The business model is built around self-help.

Customer Segments

For whom are we creating value? Who are our most important customers?

Mass Market Niche Marke Segmented Diversified

Multi-sided Platform

We are creating value for students and professors.

Channels



Through which Channels do our Customer Segments want to be reached?

How are we reaching them now?

Which ones are most cost-efficient?

How are we integrating them with customer routines?

How do we raise awareness about our company's products and services?

How do we help customers evaluate our organization's Value Proposition?

How do we deliver a Value Proposition to customers?

Our customer segments will be reached with a survey that they can fill out.

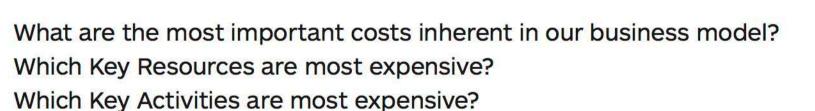


How are our Channels integrated? Which ones work best?

How do we allow customers to purchase specific products and services?

How do we provide post-purchase customer support?

Cost Structure



Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing

Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities, Variable costs Economies of scale Economies of scope

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.

Revenue Streams



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?

Lending/Renting/Leasing

Brokerage fees

Volume dependent

Yield Managemen

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.













