

# CoX

Overview of CoX:

The MVP has 3 modules as such Experience, Space, Insights where the wireframe is discussed in the below image

3 module

M1: Experience

M2: Space

M3: Insights

## BUSINESS MODEL CANVAS

- **Customer segments :**

M1: Experience

- Looking for events, workshops, celebrations, meetings
- Conducting events - wants to list

M2: Space

- Looking for spaces (startups, Entrepreneurs, party people ) for meetings, shared office, party halls, banquet halls, event space
- Have space (cafe, unused room in home, co working space, banquet halls ) wants to list the space in app

M3: Insights

- Wants to read/know Authentic news about startups, events, Experience, finance & economy
- Wants to list the news about their company ( marketing for companies)

- **Revenue streams**

M1

- Convenience fees from customers
- Subscription model Monthly / Yearly
- % from event tickets

M2

- % from the space
- Fully owned
  - Already existing space to be modified and completely used by cox
- Partially owned
  - Already existing space to be modified and partially used by cox

M3

- Freemium model
- Companies will pay to promote their news

\* Other revenue models include banners, lives, Paid promotions

- **Cost structure**

- Initial organisation setup
- To build app & web
- To maintain app & web

M1:

- Marketings
- M2:
  - Renovations
  - interiors
  - equipmenst
- M3
  - Marketings
  - Staff
  - News source procurement

- **Channels to portray**
  - Web app
  - Mobile app
  - Social media handles
  - Influence marketing
- Value proposition
- Customer relationship
- Key partners
- Key activities
- Key resources

#### Refrences :

List of competitors

<https://www.sharedesk.net/>

<https://www.gofloaters.com/>

<https://www.coworkingresources.org/blog/top-websites-to-list-and-find-a-coworking-space>

<https://www.matchoffice.in/coworking>

<https://www.coworker.com/>

<https://sneed.in/>

<https://yourstory.com/2019/06/top-coworking-spaces-chennai>

Workfella

The Hive

Ikeva

Doxa business centre

Atworks

Karya

The executive zone

Wsquare

Cybex business centre

The startup centre

