










The Business Model Canvas

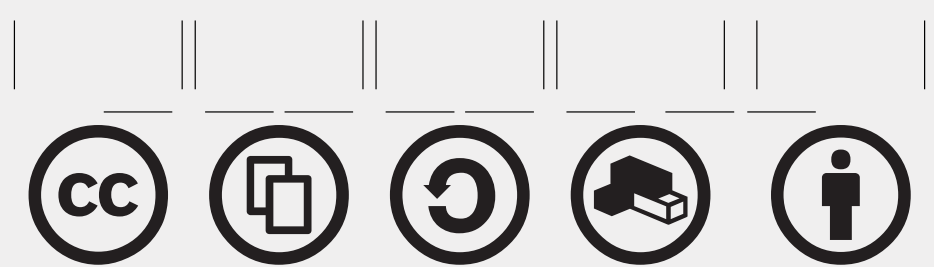
Designed for: Travel Diary

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Key Partners 	Key Activities  <ul style="list-style-type: none">• Create adverts for marketing purposes• Get initial userbase, i.e. travel bloggers, on the site• Get initial affiliates for booking and advertisement• Maintain good relationship with booking and advertisement affiliates• Keep activity data up to date• Maintain a highly usable search engine for vacations• Store vacation plans highly reliable• Promote and maintain a friendly and helpful userbase	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources  <ul style="list-style-type: none">• Data about activity related places and reviews, e.g. reviews from Foursquare or Google• Human experiences on vacation, specifically on activities• Web server running the Travel Diary website• Domain for website• Content maintainers and moderators• Advertisement affiliates for marketing the Travel Diary brand• Affiliates for simple booking of vacations• Experienced travellers, i.e. well known travel bloggers, which share their vacation experiences• Programmers for extending and maintaining Travel Diary		Channels 	
Cost Structure  <ul style="list-style-type: none">• Server• Domain• Insurance, license and permit fees• Development• Advertising and promotion• Maintenance• Customer Support• Information collection• Employee expenses• Research expenses• Borrowing costs• Physical space			Revenue Streams  <ul style="list-style-type: none">• Affiliates• Advertisements• Recommendations• Booking agents	



Designed by: Business Model Foundry AG
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