

Business Model Canvas

- Value Propositions
 - Find out what the items on a menu are
 - Allows restaurants to promote deals when their menus are scanned
- Key Activities
 - Service development and maintenance
 - Marketing and ads
 - Operations
- Key Resources
 - Tech Platform
 - Talented employees
 - Brand
- Key Partners
 - Computer Vision Companies
 - Image provision companies
 - Investors
 - Dictionary/description companies
- Customer Segments
 - People who don't know what an item on a menu is
- Customer Relationships
 - Review of result system
- Channels
 - The app
- Cost Structure (Main and Regular Business Spending)
 - Software development
 - Business expenses
 - Image royalties
- Revenue Streams (e.g. sales/fees/subscriptions/repeat business)
 - Ads
 - Restaurants pay to have their deals shown when the menu is scanned/