Key Partners

- Beacon manufacturer
- Beacon installation partner
- First 'launching Partner' to finance initial development costs (UZH)
- Webhosting partner

Key Activities

- Office Usage Software development
- Customer contact
- Marketing
- Sales

Key Resources

- Office Usage Software and Web Interface
- Beacon Hardware
- Employees
  - Software/Web Development
  - Management

Value Propositions

- Better satisfaction through free work space selection
- Better comfort due to reservation possibilities of work spaces trough usage application
- Availability of usage date from the work spaces
- Customizable Beacons/Application to comply with the corporate design of the Customers

Customer Relationships

- Website with account management
- Costumer support through Webstore
- Technical support through tech support hotline

Channel

- Sales through Website
- Direct sale through salespeople

Customer Segments

- Companies/ Institutions with large numbers working- or learning spaces

Cost Structure

- Software development costs
- Salaries
- IT-Infrastructure costs
- Marketing & Sales costs

Revenue Streams

- Installation fees
- Customization fees
- Hardware product sale with basic Office Usage Software
- Recurring: Yearly software licenses for extended data analysis capabilities of the Office Usage Software