GUJARAT TECHNOLOGICAL UNIVERSITY

Chandkheda, Ahmedabad

Affiliated

V.V.P. ENGINEERING COLLEGE-RAJKOT

BUSINESS MODEL CANVAS REPORT

Sports News Portal

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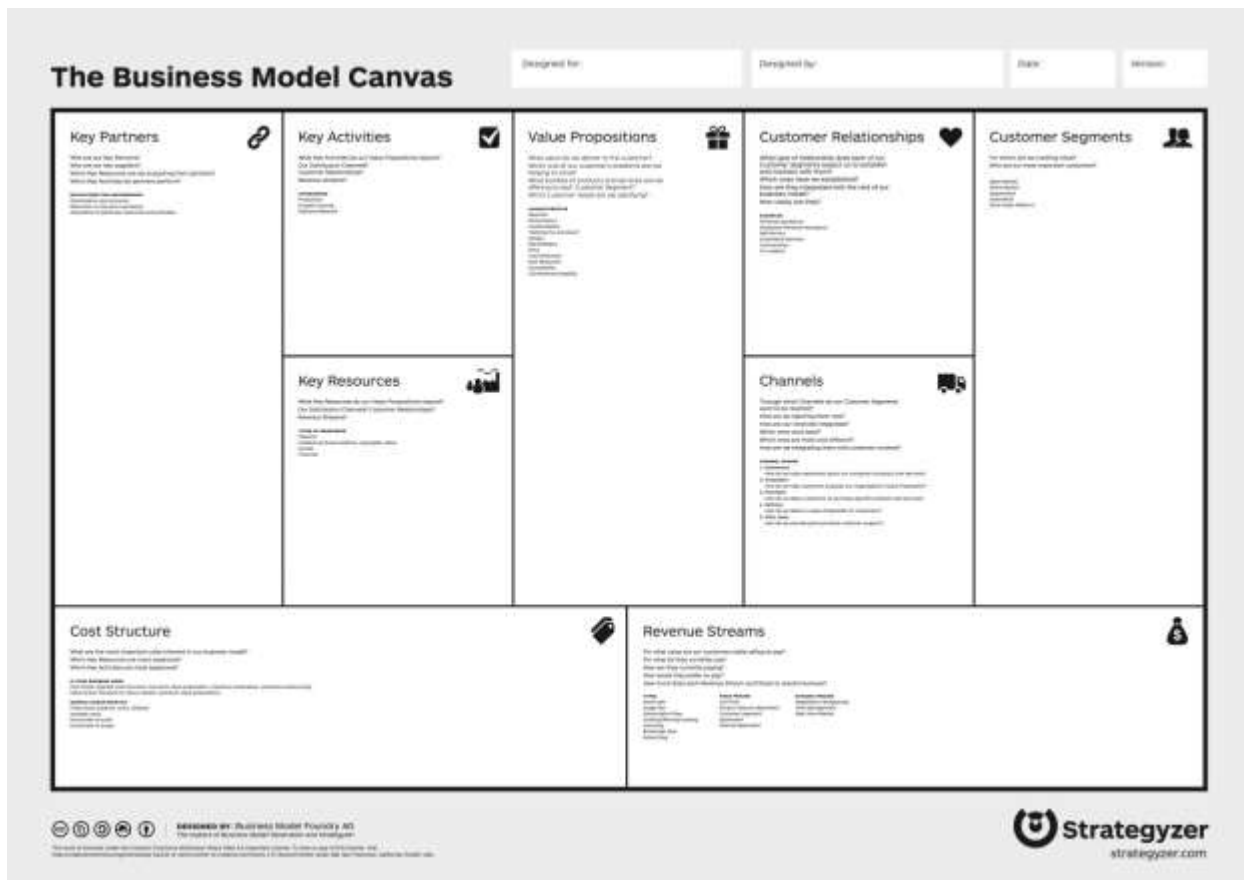Prof. Virax Daxini

(Faculty Guide)

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(Head of Department)

Academic Year

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1. Introduction

Business model canvas can be used to visualize such customer expectations and market problems. This exercise will increase the market strategy and implementation of technology. This will make them more effective in market.

This exercise brings discussions on viability and cost effectiveness into picture with their impact. This exercise will enable us to have knowledge on the steps required to ensure that a solution they develop via project should have a user who can afford it with desired needs. This exercise helps us to understand the true value of the proposed solution.

Business Model Canvas is used to validate the market significance of products and services which will be of technology nature in this case. Technology projects are often solutions or processes that solve a technical problem. However the market implementation of such solutions also require that the problem solution is designed to overcome not just the technical barriers also market and business related barriers of costs, customer reach and collaborations and those that pertain to the practical nature of limited initial capacities within the team.
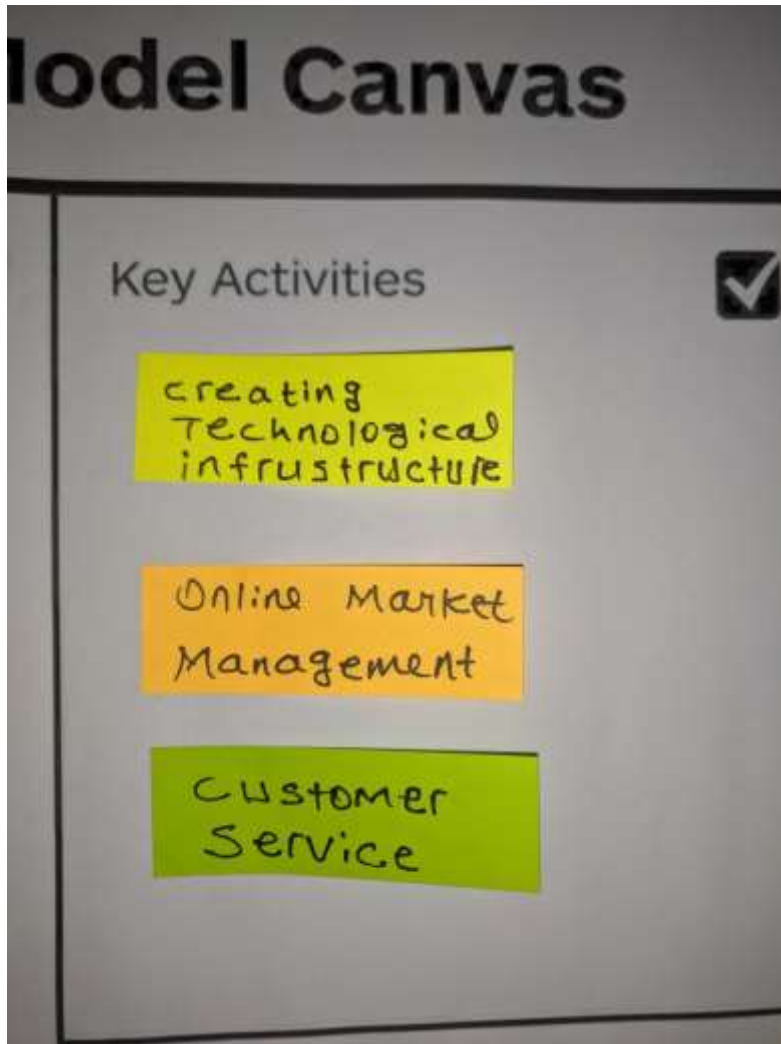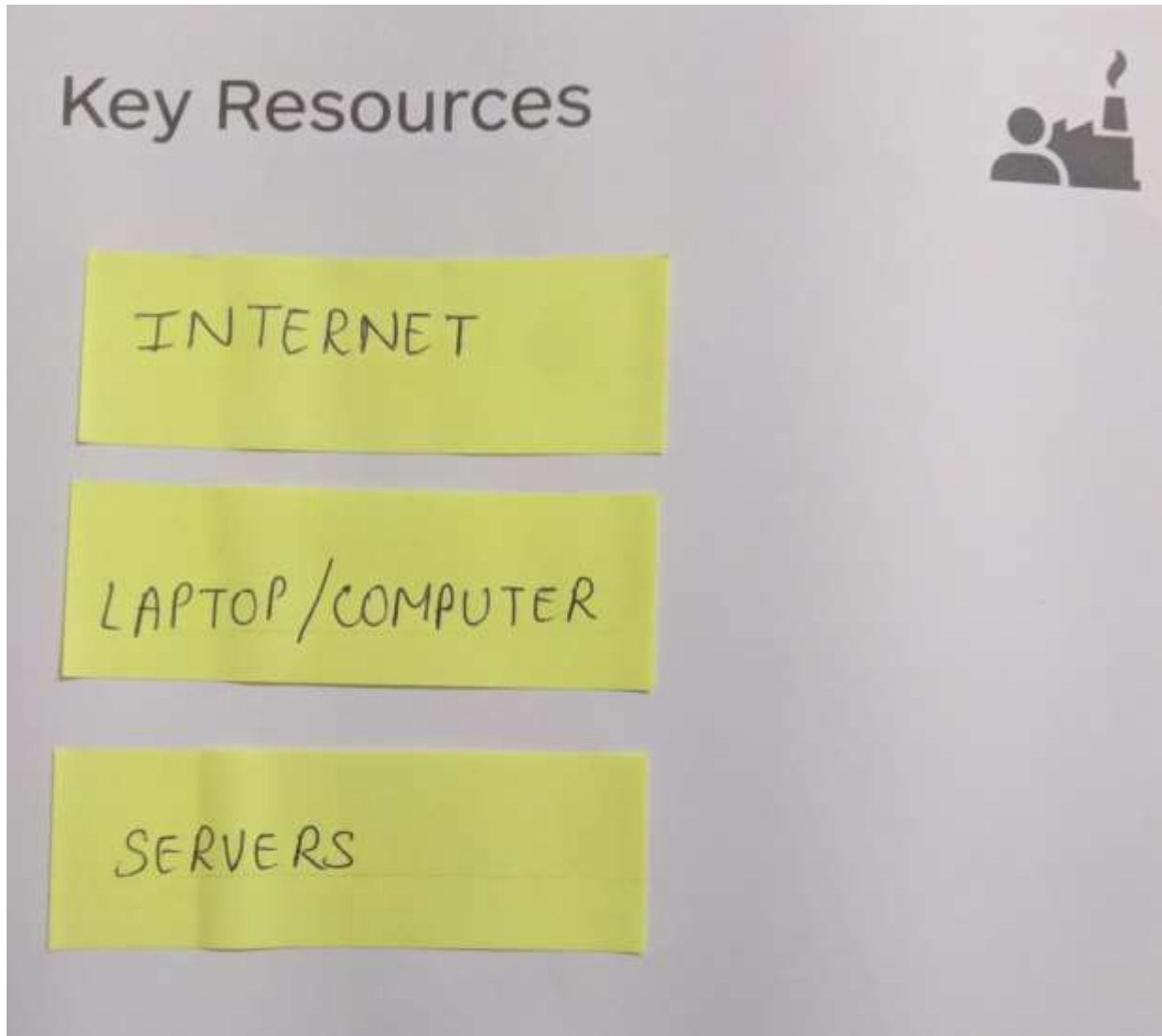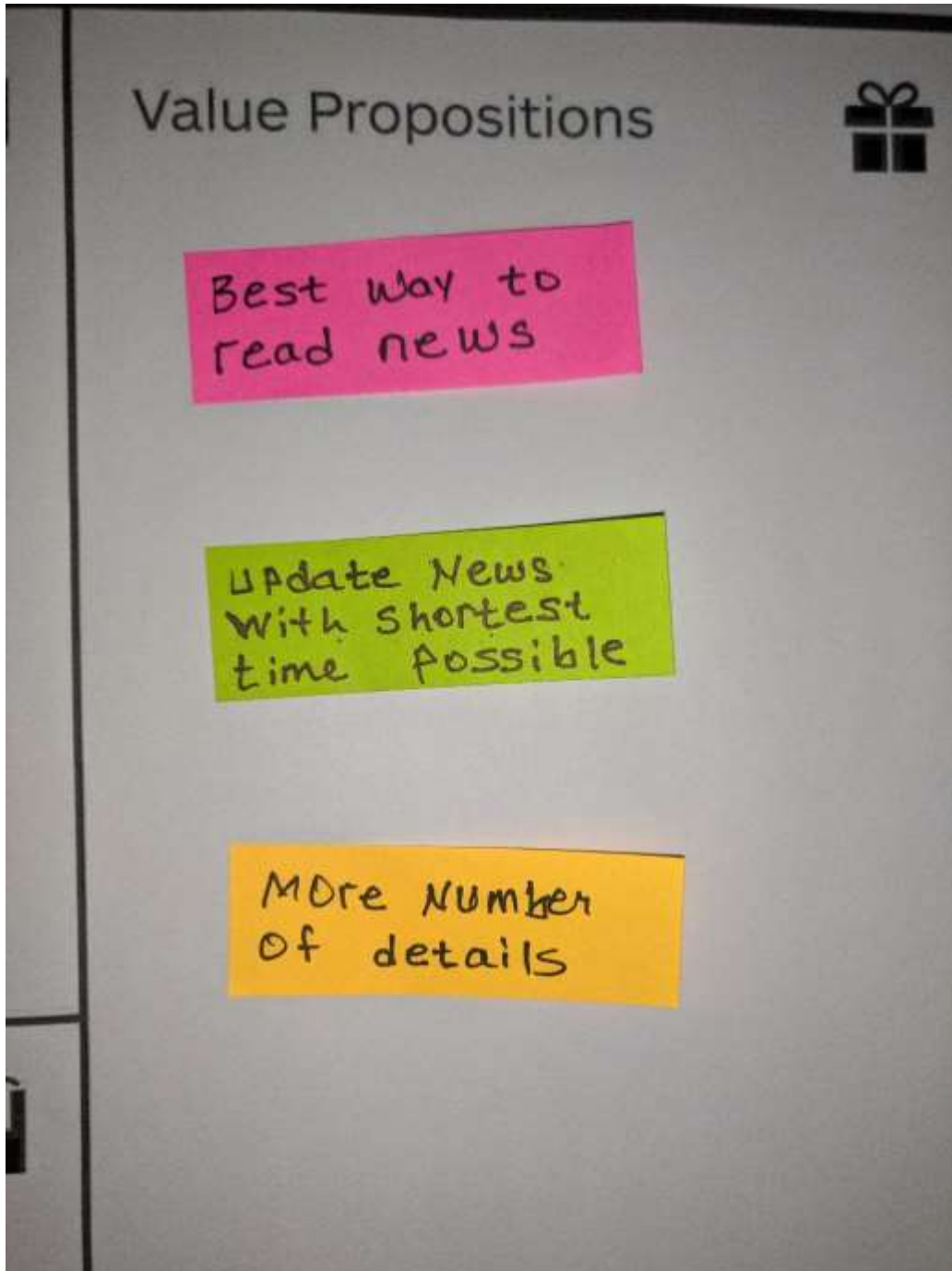
The Business Model Canvas
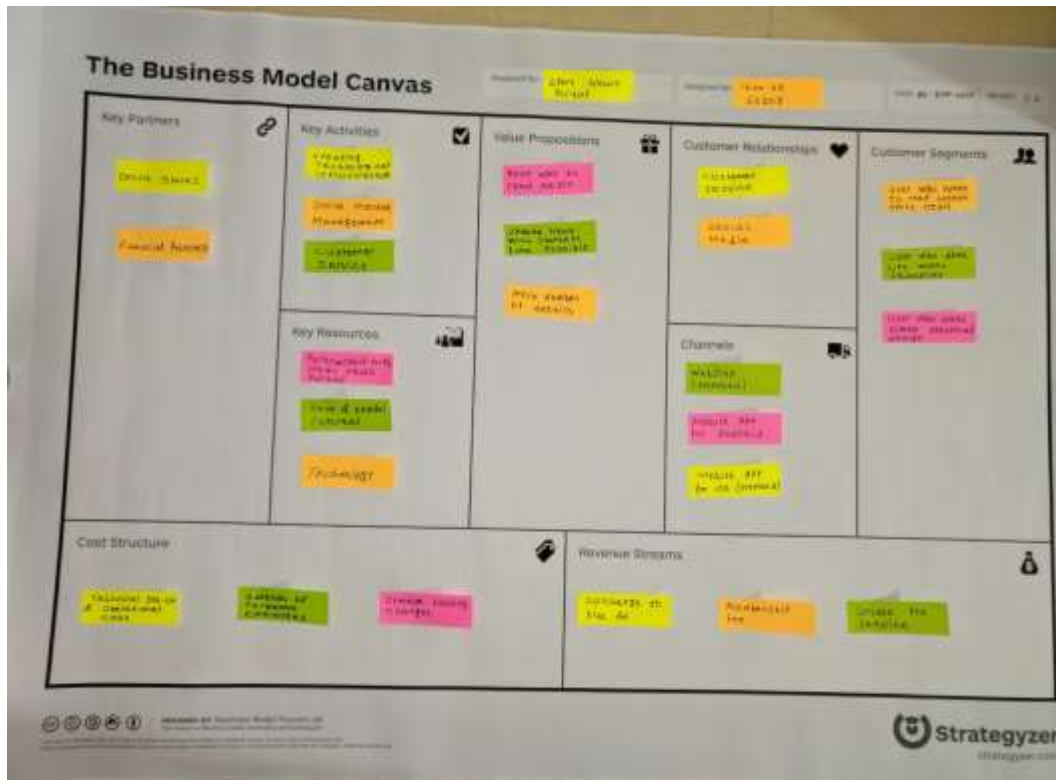
2. Contents

2.1 Key Partners

Key Partners

Online Stores

Financial Partners

2.2 Key Activities
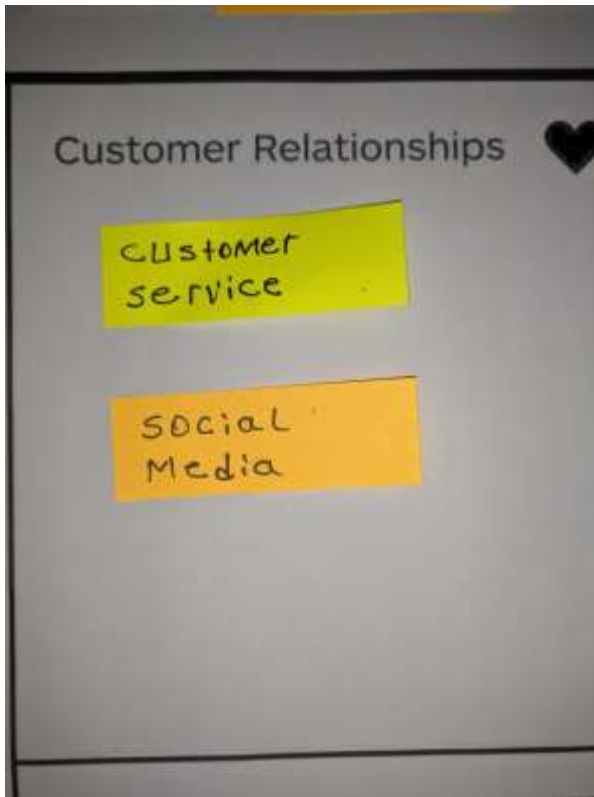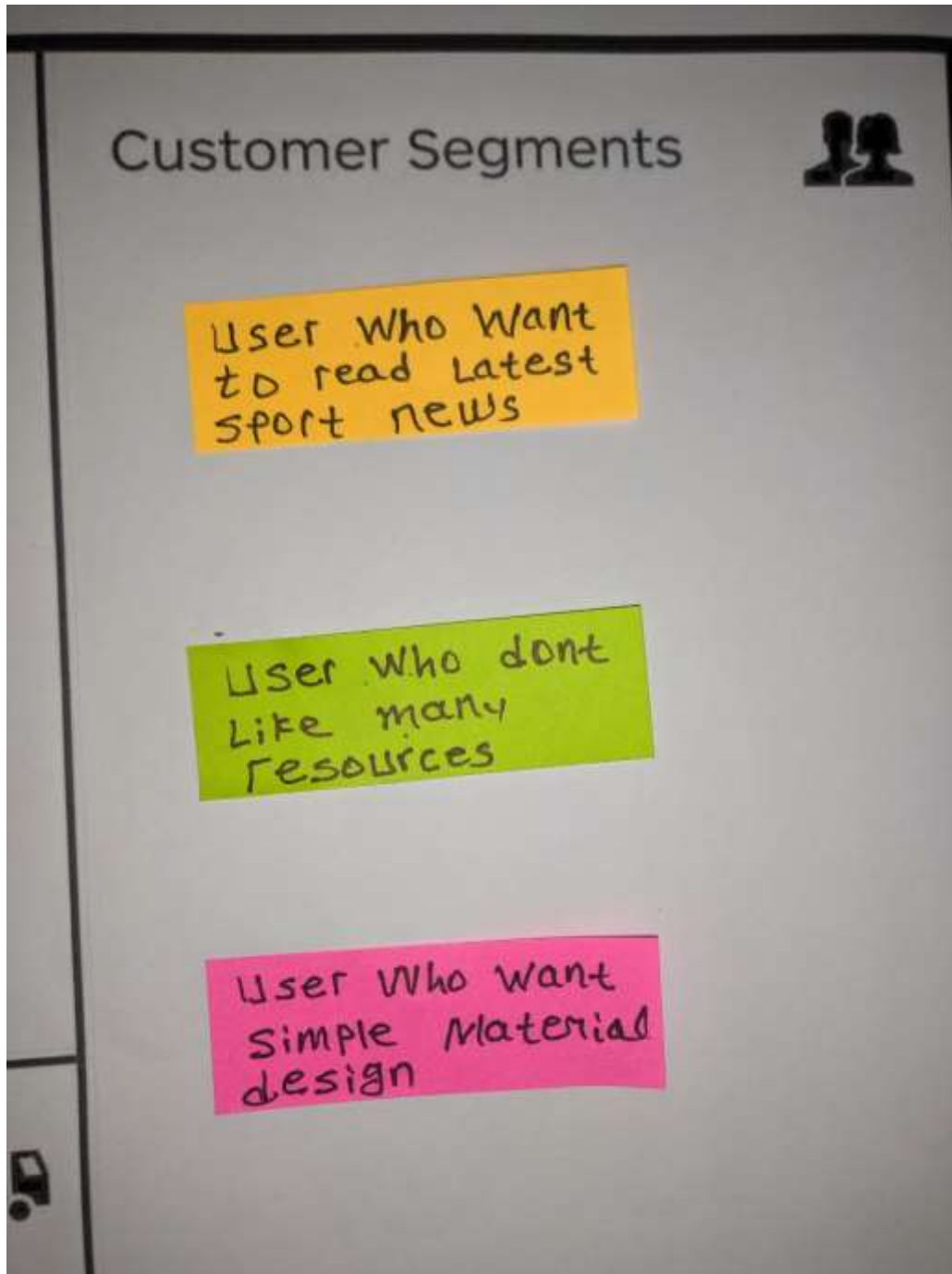
2.3 Key Resources

2.4 Value Propositions

2.5 Customer Relationships

1.6 Channels

1.7 Customer Segments

1.8 Cost Structure

1.9 Revenue Streams