GradHack - Week 3 Pt. 1: Business Model Canvas

Use this when you are in the initial steps of a business venture and you want to define important aspects of your new business with your team. In our case, we will use this to help define your product.

1 Discuss each of the nine sections below with your team.

Your team can either go section by section together, or everyone can individually add their thoughts to each category and discuss each category as a group when they've finished.

Place your conclusions inside the Framework in the middle.

Once your team has reached a conclusion in each of the nine sections, add the outcomes or takeaways to the Framework in the middle. All the important aspects of your product will be summarized in the center framework.

Fun fact: Once you've finished adding the different takeaways, you can export the framework in the middle by right clicking and selecting "Export area".

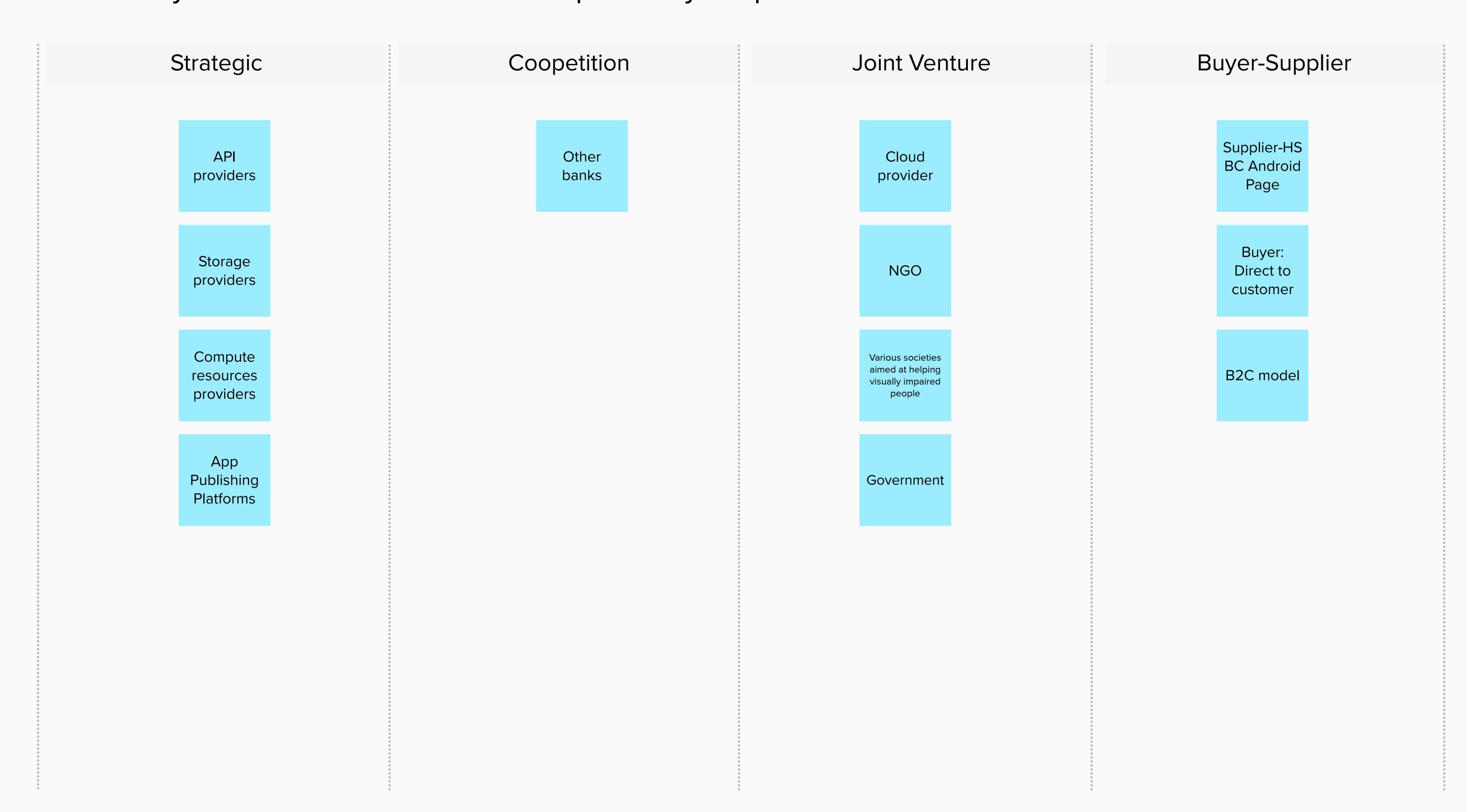
Key Activities

What are the most important things HSBC must do to make your product idea work?

Production	Problem Solving	Platform/Network
Train staff	Ensure vibration works on every phone	Maintenanc e
Provide special service	Support	Development
Make the app public via hsbc android developer page	including the features in other hsbc apps also	Make the product known by ads

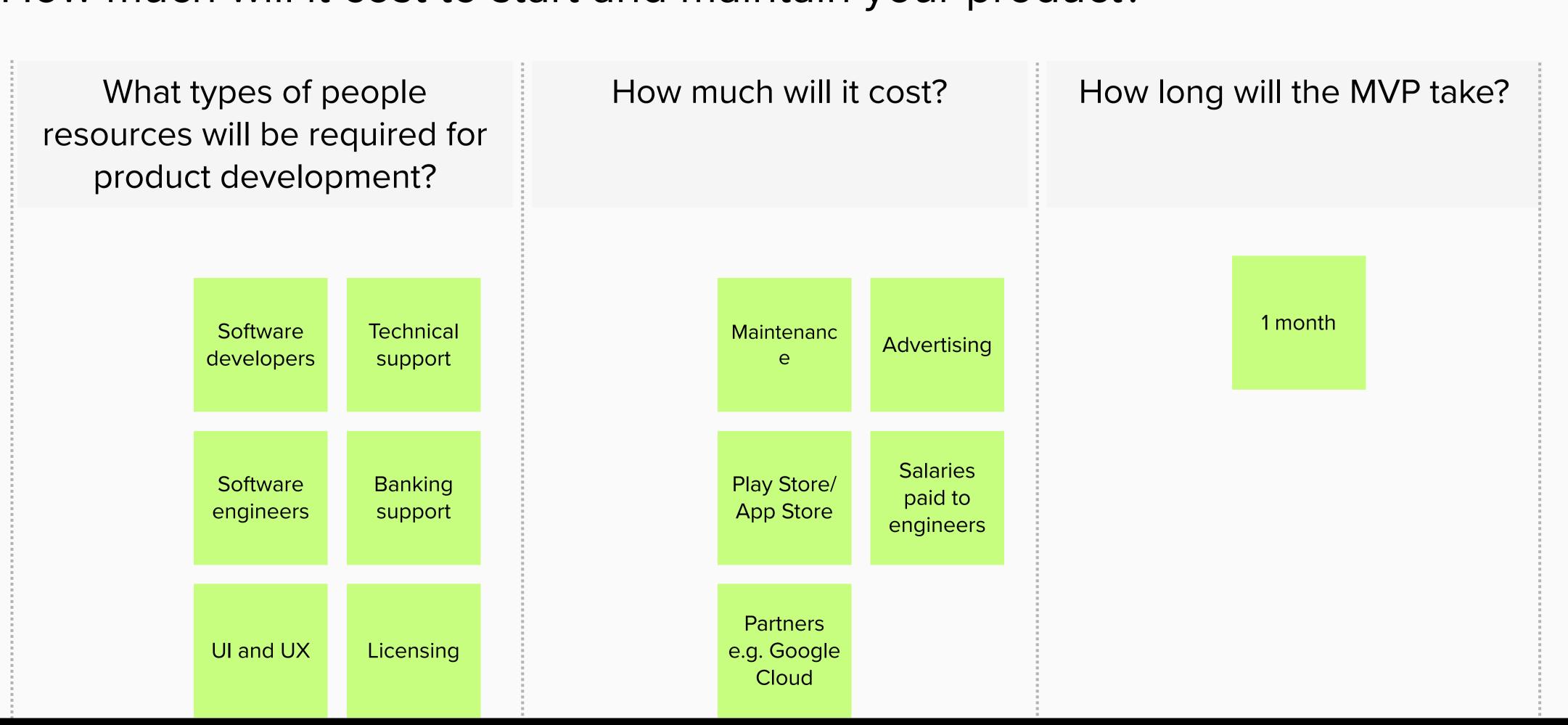
Key Partners ਕਿੰਗੋਰੀ

Who will you create alliances with to optimize your product solution?



Cost Structure 6

How much will it cost to start and maintain your product?



Key Resources

What are the most important assets required to make the product work?

Physical	Intellectual	Human	Financial
Office	Brand	Software developers	Launching the apps/platforms
Branch staff	Data	Software engineers	Storage space
Devices	Algorithms	IT help desk	Cloud compute power
		Data scientist	
		Testers	

Value Proposition

How does this solution add value to your customer profile



Customer Relationships 💝

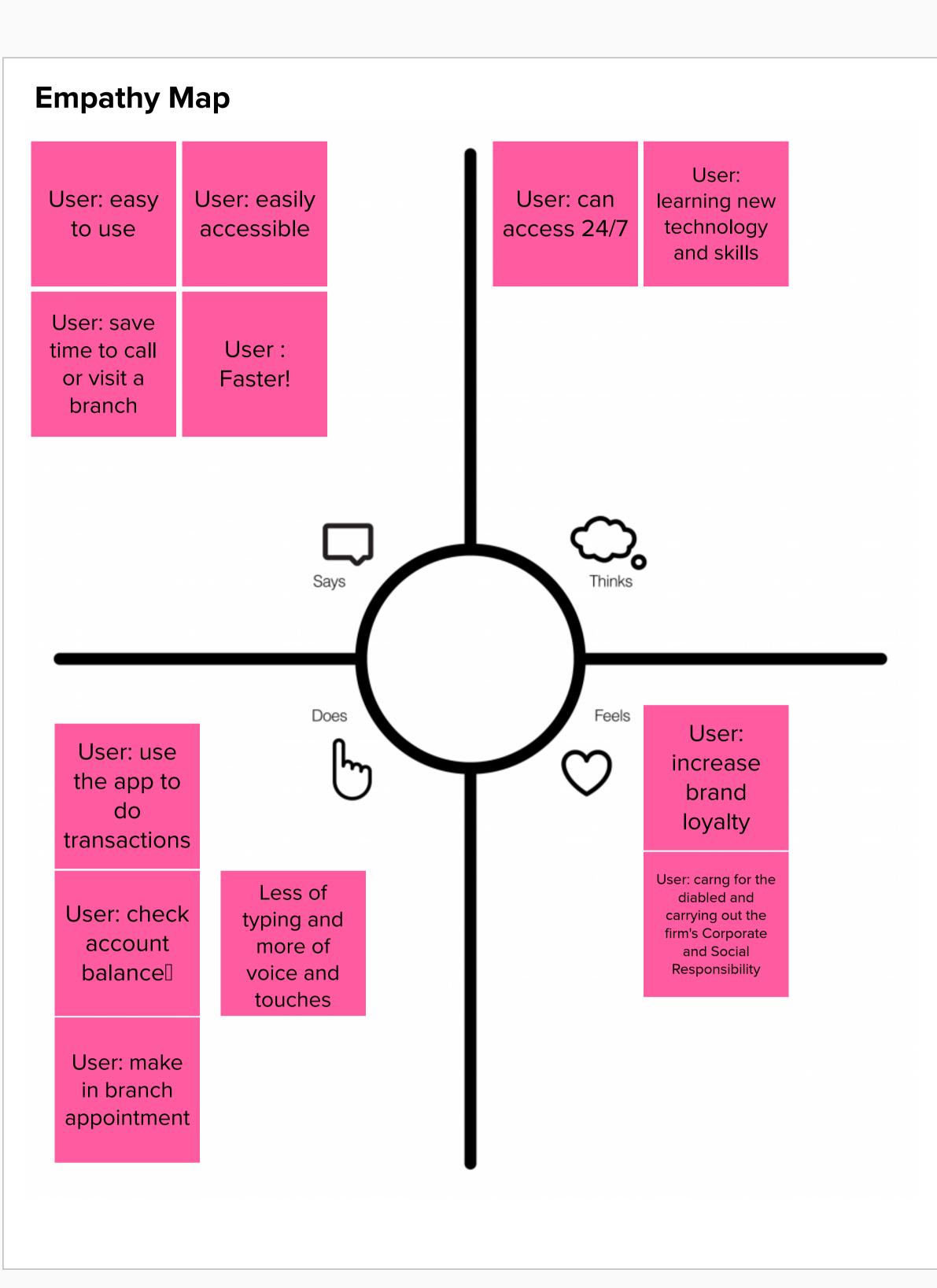
What type of relationships do your customers expect you to have with them?

emergency	back m	FAQ	Error-free services	Personalized service	contact in case of emergency
-----------	-----------	-----	------------------------	----------------------	------------------------------

Business Model Canvas Key Partners Memorane Discreption Memoran

Customer Segments/ User Types

Review "Day in the Life" profile summaries on Agorize and summarize your findings



Channels

How will your customers know about this new product? How will you interact with them?

ı	How will your customers	know about this new prod	duct? How will you interact with
	Who will you communicate with?	What will you communicate to them?	Which medium will you use to communicate?
	Charities Schools	New platform/service is available	Face to face Phone calls
	Local community Hospitals centres	How we can help them	Advert Public events
	Care centres	How we can simplify the procedures	Social media
			Emails

Revenue Streams

What types of returns does this product offer (can be financial and/or non-financial)

viidt types of retains doc	23 tilis product offer (carri	oc illialicial alla, ol iloi
What services will we charge for (if any)?	What are the long-term benefits/opportunities?	What benefits outside of financial does this offer?
Advertisement	Customer acquisition	Brand image
	Technology development	Brand loyalty
	Reduce in labour and cost	Humane service
	cross-sell	Diversity of