

The Business Model Canvas

Designed for:

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Iteration 1

Key Partners

Port authority

PortCDM

Other PortCDM applications

Key Activities

Agile Developing

Support / Maintenance

Sales

Key Resources

Port competence and data

Agile ability

IT - competence and infrastructure

Value Propositions

Insights and data about activity in the port.

Lower administration and regulatory costs

One stop shop for data that could be utilised to facilitate innovation

Insights and data about different ports eg level of punctuality and number of disturbances in berthing

Customer Relationships

Long, deep relationships with ports

Contact with customers through the app

Contact with data miners through SOA

Channels

Use PortCDM platform for marketing

Access new ports through personal sales

Shipping companies find us through online marketing

Data miners find us through PortCDM and online marketing

Customer Segments

European Port Authorities

Data miners

Shipping companies

Cost Structure

PortCDM API fee?

IT - architecture related costs

Office rent

Salaries

Online marketing costs

Revenue Streams

License fees

Pay per volume

Revenue through add-on features (such as statistical prediction)

License fees