

The Business Model Canvas

Designed for:

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Iteration 1

Key Partners

Port authority

PortCDM

Key Activities

Agile Developing

Support / Maintenance

Sales

Key Resources

Other PortCDM applications

Port competence and data

IT - competence and infrastructure

Agile ability

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

Port data, not accessible anywhere else

Customer Relationships

Long, deep relationships with ports

Contact with data miners through SOA

Channels

Access new ports through personal sales

Use PortCDM platform for marketing

Data miners find us through PortCDM and online marketing

Customer Segments

European Port Authorities

Data miners

Cost Structure

PortCDM API fee?

IT - architecture related costs

Office rent

Salaries

Online marketing costs

Revenue Streams

Pay per volume

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

License fees