



G H Patel College of Engineering & Technology

Business Model Canvas Report

On

“Project Birdie”

B.E. Semester – VIII
(Computer Engineering)
Submitted by:
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CERTIFICATE

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This is to certify that the **BUSINESS MODEL CANVAS** report entitled “**Project Birdie**” has been carried out by **Malav Patel (160110107040)** and **Shrey Patel (160110107045)** under my guidance in fulfillment of the B.E. in Computer Engineering (8th Semester) of the Gujarat Technological University, Ahmedabad during the academic year 2019-2020.

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1. Introduction

The business model canvas (BMC) is a great tool to help you understand a business model in a straightforward, structured way. The BMC is a shared language for describing, visualizing, assessing and changing business models. It describes the rationale of how an organization creates, delivers and captures value. Using this canvas will lead to insights about the customers you serve, what value propositions are offered through what channels, and how your company makes money. It is useful to understand your own business model or that of a competitor!

2. Key Partners

Key Partners are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work. These can be the relationships that your company has with your suppliers, your manufacturers, business partners, etc. These partnerships that you will undoubtedly create will be forces that help your business succeed in areas that would be inefficient for you to do yourself. Key Partners of Our Project are given below:

- E-birdie.org
- ARKive.org
- Inaturalist.org
- IUCN Red List
- Macaulaylibrary.org

3. Key Activities

Key activities are any activities that your business is engaged in for the primary purpose of making a profit. Business activities include operations, marketing, production, problem-solving, and administration. What do you do every day to run your business model?

- Exploration
- Education

4. Key Resources

Key Resources describes the most important assets required to make a business model work. These are the resources that allow an enterprise to create and offer a Value Proposition, reach markets, maintain relationships with Customer Segments, and earn revenues. The people, knowledge, means, and money you need to run your business.

- Datasets from:
 - E-birdie
 - inaturalist
 - VPS from linode

5. Value Propositions

The Business Model Canvas value proposition provides a unique combination of products and services which provide value to the customer by resulting in the solution of a problem the customer is facing or providing value to the customer. This is the point of intersection between the product you make and the reason behind the customer's impulse to buy it. A product can have a single value proposition or multiple value propositions. What are your products and services? What is the job you get done for your customer?

- Information
- Knowledge
- Bring Awareness
- Enrich Society
- Static

6. Customer Relationships

Customer relationships describes the type of relationship a company establishes with its specific customer segments. Customer relationships are driven by customer acquisition, customer retention, and boosting sales – in other words you need to get, keep, and grow your customer relationships. How does this show up and how do you maintain the relationship?

- Free of cost
- 24*7 up-time
- Educational

7. Channels

The Channel Building Block describes how a company communicates with and reaches its Customer Segments to deliver its Value Proposition. It is important to understand which pathway (or channel) is best for your company to reach your customers. How do you communicate with your customer? How do you deliver the value proposition?

- Web Application
- Web Browsers

8. Customer Segments

Customer segments are the community of customers or businesses that you are aiming to sell your product or services to. Customer segments are one of the most important building blocks in the business model canvas for your business, so getting this building block right is key to your success. An organization can choose to target a single group or multiple groups through its products and services. List the top three segments. Look for the segments that provide the most revenue.

- Ornithologist
- Environmentalist
- Wildlife Enthusiastic
- Hobbyist
- Bird Watchers
- Childrens

9. Cost Structure

Cost Structure defines all the costs and expenses that your company will incur while operating your business model. This final step in the process is important, because it will help your team decide whether to pivot or proceed. List your top costs by looking at activities and resources.

- Virtual Private Server

10. Revenue Streams

Revenue Stream is the building block representing the cash (not profit which is revenue minus costs) a company generates from each customer segment. When it comes to choosing revenue streams as part of the overall Business Model Canvas, there are many factors that affect your sources of revenue.

- Donations