The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Kev Partners

Businesses

Any business with a need to create groups of people

Cloud service provider

To ensure up time for the website as it is critical to being online

Kev Activities

Quickly create

organized

calendar

organizational groups

to keep members

Organize meetings

changes or recently added events on the

quickly and professionally

Create meetings and alert

members of the group to





Value Propositions

Simple and fast steps to

creating a Group within

Organizational Purposes

within the university

Saves the customer time

Easily manage and create

new and existing groups

an organization

Ease of Use



Customer Relationships

Customer engagement email

Create a line of communication with the customer in case of any issues or feedback

Communities

Create a central forum to interact with larger groups of customers through the site

Channels

Google AdWords

Facebook

University Fliers

Word Of Mouth

Customer Segments

Organizers

Universities

Key Resources



Staff

Customer service support

Cloud services

Servers to store the site and its data

Ouicker solution to

organizations

creating university

Cost Structure

Tiered model

Basic - free (Limited to only 20 people in a group) tier 1 - \$1.99/ month with no ads (Limited to 500 people in a group with some features disabled) tier 2 - \$3.99/ month (Unlimited features and guaranteed customer service responses within 24 hours)

Revenue Streams

Paid Subscription services

Pay a monthly fee to have increased features that a free member or group would not have access too. Can be bought yearly Ad Space

Create non intrusive ads in available spaces on the site

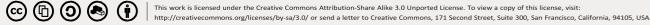












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