

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

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|--|--|---|--|--|
| <div>Key Partners</div> <div><div>Businesses</div><div>Any business with a need to create groups of people</div><div>Cloud service provider</div><div>To ensure up time for the website as it is critical to being online</div></div> | <div>Key Activities</div> <div><div>Creating groups</div><div>Quickly create organizational groups quickly and professionally to keep members organized</div><div>Organize meetings</div><div>Create meetings and alert members of the group to changes or recently added events on the calendar</div></div> <div>Key Resources</div> <div><div>Staff</div><div>Customer service support</div><div>Cloud services</div><div>Servers to store the site and its data</div></div> | <div>Value Propositions</div> <div><div>Ease of Use</div><div>Simple and fast steps to creating a Group within an organization</div><div>Organizational Purposes</div><div>Easily manage and create new and existing groups within the university</div><div>Saves the customer time</div><div>Quicker solution to creating university organizations</div></div> | <div>Customer Relationships</div> <div><div>Customer engagement email</div><div>Create a line of communication with the customer in case of any issues or feedback</div><div>Communities</div><div>Create a central forum to interact with larger groups of customers through the site</div></div> <div>Channels</div> <div><div>Google AdWords</div><div>Facebook</div><div>University Fliers</div><div>Word Of Mouth</div></div> | <div>Customer Segments</div> <div><div>Organizers</div><div>Universities</div></div> |
| <div>Cost Structure</div> <div><div>Tiered model</div><div>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)</div></div> | <div>Revenue Streams</div> <div><div>Paid Subscription services</div><div>Pay a monthly fee to have increased features that a free member or group would not have access too. Can be bought yearly</div><div>Ad Space</div><div>Create non intrusive ads in available spaces on the site</div></div> | | | |



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Designed by: Strategyzer AG

The makers of Business Model Generation and Strategyzer