Business Model Canvas

Key Partners

* Boaty Mc Boat
* Runda Bordet

* Other consultant groups in the PortCDM project developing the software platform

* PortCDM management

Key Activities

* Software development
* Information gathering from customer
* Communication with other developers and PCDM

Key Resources

PortCDM with API
User informtion
Tutors (HB & JPS)
Programming knowledge

Value Propositions

A application that gives access to the software platform PortCDM which facilitates communication between actors in the port area.

The application helps the Terminal to schedule their assets (berths etc) with their partners (vessels etc).

The application might be a web service, a desktop program or a mobile app.

Customer Relationships

Close, familiar relationship

Information exchange during development

Current relation with Terminal 2

Channels

Communication through:
* (Weekly) physical meetings.
* Digital communication
* Telephone

We may deliver through:
* Online content
* Downloadable software

Customer Segments

Port terminals in need of effective communications with their partners for planning of loading and unloading.

Cost Structure

600 working hours
Transportation

Revenue Streams

Pay for 20 hrs/week/person