# Business Model for 13AM, inc.

Key partners/Suppliers:

Telerik – supplying software components

Key Resources:

**Physical:**

Everlive

Iecnium

**Intellectual (requirements for success)**

Brand recognition & Brand awareness. 🡪 Just-eat awareness -> <http://en.wikipedia.org/wiki/Just-Eat>

**Human**

Skilled developers

**Financial**

Capacity to make initial market launch on national scale for optimal success.

Key Activities:

Server uptime

Reliant service (SaaS)

Generate demand of timely delivery from the client’s end-users (“You and me”) will force our clients to purchase the solution.

Value propositions:

Plan Routes 🡪 Reduce costs & increase performance

Optimize time spend at clients, rather than on the road.

Managerial perspective: Put pressure on the workers to perform and deliver timely.

Notify clients of changes to expected delivery and keep them informed 🡪 rather than keeping them in the dark.

Customer relationship:

*The way of Telerik*

Adding coaching assistance to the model

Channels:

Small – Website

Medium – Website

Medium (upper half/quartile) – website + Direct rep contact

Large – Direct rep contact

Additionally:

Raising awareness in the public about our service, to gain general demand of from end-clients & brand awareness.

Costumer segments:

Please see the Word Document labeled Positioning.

Cost Structure:

Human capacity

(Data at large scale)

Price of marketing 🡪 brand awareness

Revenue Streams:

List pricing per worker seat (major source of income)

Possibility of negotiating deals for large clients.

Product training (Secondary income)

Additional stuff…

Punch lines

Do you think it matters not to keep your customers waiting all day?

Do you think your clients enjoy waiting at home all day to wait for your employees to show up?

Stop wasting time on bad route planning, let TracX13. Optimize schedules and route planning, to reduce time and money wasted on the road, when your employees could be working at customer site.

Are you support team tired of endless calls from clients asking when your employee will show up? Why not let the client track the expected time of arrival.

…

Word of mouth (most effective marketing!) – Clients will tell their friends and family, if you show up on time. Do you want your clients to become your advocate?

Whenever your employees have to do an action, there is a risk of human mistakes.

You can automatize updates on your employee’s current location. Whenever your employee finished work at a client and heading back on the road, your clients will automatically know if your guy is arriving within the expected timeframe.

Do you want your ..