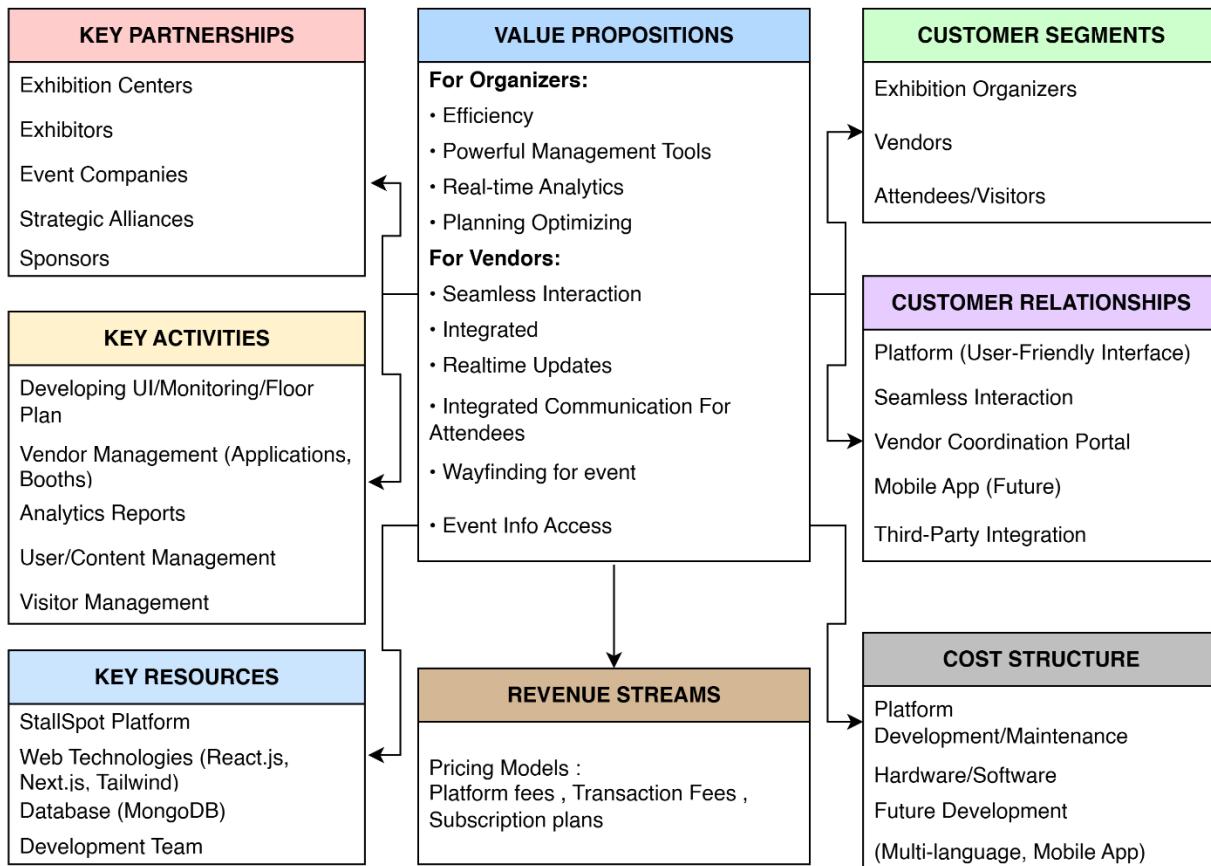


Business Model Canvas:

StallSpot Business Model Canvas



Definition:

The Business Model Canvas (BMC) is a powerful strategic management tool that allows businesses to quickly describe, design, and analyze their business model on a single page. It divides the business plan into nine interconnected building blocks, each representing a key component of how the business creates, delivers, and captures value.

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TOOLS :

Tool	Link	Note
Draw.io	https://app.diagrams.net/	A tool used to create various type of Diagrams

Business Model Canvas – *StallSpot*

1. Customer Segments:

- Exhibition Organizers: People who plan and execute exhibitions, trade shows, and events.
- Vendors: Businesses and individuals who want to participate in exhibitions and get a stall.
- Attendees/Visitors: People who view listed exhibitions, explore event details, and engage.

2. Value Propositions:

- For Organizers: Efficient environment for organizing and managing exhibition spaces, powerful tools for vendor coordination, booth allocation, and real-time analytics.
- For Vendors: Seamless interaction through integrated communication tools and real-time updates.
- For Attendees/Visitors: Ability to view listed exhibitions, see basic event details, and access key information.

3. Channels:

- A comprehensive exhibition management platform with a user-friendly interface.
- A dedicated vendor coordination portal.
- A mobile application (future scope).
- Integration with third-party services.

4. Customer Relationships:

- Fostering a collaborative ecosystem among event organizers and vendors.
- Facilitating seamless interaction through integrated communication tools and real-time updates.

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5. Revenue Streams :

- Platform Fee: Organizers pay a service fee for using the platform to manage exhibitions.
- Commission: A percentage commission charged when an organizer sells a stall to a vendor through the platform.
- Subscription Plans (Future scope): Premium features like advanced analytics, marketing tools, and priority support for organizers and vendors

6. Key Activities:

- Developing a user-friendly interface, real-time monitoring, and interactive floor plan design tools.
- Vendor management, including managing applications and booth assignments.
- Space allocation system to optimize floor usage.
- Providing analytics and reports on event performance.
- Handling user administration and content management.
- Visitor management, including event detail listing and navigation assistance.

7. Key Partnerships:

- Partnerships with exhibition centres and event companies to align platform features with industry standards.
- Strategic partnerships and sponsorships with key industry players.

8. Cost Structure:

- Development and maintenance of the platform.
- Hardware and software requirements (Processor, Hard Disk, RAM, Operating System, etc.).
- Future development of features like multi-language support and a mobile application.
- Marketing and customer support.

Conclusion :

StallSpot's Business Model Canvas highlights its role as a comprehensive exhibition management platform serving organizers and vendors. Visitors can only view listed events and their details, making the platform focused more on organizer–vendor interactions. Revenue comes from platform fees and commissions on stall sales, with potential future growth via premium subscription features. Partnerships and future development like mobile apps and multi-language support will strengthen the platform further.