

ApproApp Business Model Canvas

Key Trends →	Mobile friendly + Smartphone + Fast moving + Smart work + Others					Market Forces ↓
B2B2C in Trend. Hence more partnerships + People getting bored of physical signing + Organisations, look for some great signing and Approval System + Small firms ready for partnerships.	KEY PARTNERS Colleges, Hospitals, Design firms, Engineering firms, Software companies, Large Corporation, Other offices, Govt. organisations	KEY ACTIVITIES Website, App, Marketing Sales finance, Customer support, Human resource, And other operations.	VALUE PROPOSITION Platform to create forms, Platforms to fill and send forms, Platform to comment and edit, Download Sign and send, Signature Verification ease. >Just give Application no. and see who signed it.	CUSTOMER RELATIONS Website, Easy to use, Fully Automated system, 24 Hrs support, Smooth run, Brand Value	CUSTOMER SEGMENT Doctors, Engineers Lawyers, Professionals, Managers Students, Professors, Officer workers (age group 25-60), Employees Of large firms.	Time is precious + People are literate + More Young and energetic generation + Tech friendly user base + Easy to target + Many things Indian educated market
		KEY RESOURCES Website, App, Brand value, Customer support 24x7		CHANNELS Website, App, Telecalls, Personal mails, Advertisements, Facebook, YouTube, Twitter, LinkedIn		
	COSTS Website, App, Employees, Marketing, Wages, Sales, Customer support		REVENUES 3000 per annum per person 3000 x 100 = 300,000/yr.			
Industry Forces ↑	Low probability for Venture capital funding + low probability for angels + High wages for professionals + other negative factors of Indian business ecosystem					Macro-economic Forces ←