

## Designed for: Scheduler Inc.

### Key Partners

What are your key partners to get competitive advantage?

- HTC (2011/10): 5GB free Dropbox storage to all Android users
- Amazon: Simple Storage Servers (3S) for data storage

### Key Activities

What are the key steps to move ahead to your customers?

- Promotion of service
- Continuous development of platform and services
- Troubleshooting for customers

### Key Propositions

How will you make your customers' life happier?

- Freemium model
- Schedule Management : real-time collaborative environment
- Easy access to data
- Accessibility: universal application
- Simple UI
- Automatic synchronization of data

### Customer Relationships

How often will you interact with your customers?

- Account management for business customers
- C2C support in forums
- Tech support
- Automated service through Q&A section

### Customer Segments

Who are your customers? Describe your target audience in a couple of words.

- Mass market
- Existing market
- Target: everyone that has hard time to schedule meetings due to un-sync activities

### Key Resources

What resources do you need to make your idea work?

- Human resources
- Physical assets (servers, computers, high speed Internet connection)
- Intellectual property

### Channels

How are you going to reach your customers?

- Direct: homepage
- Indirect: referral through users
- Partner channels: tech forums
- Viral channels

### Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

- 1st round of venture capital will be raised to start operation such as Human Resource, Servers, etc.
- 2nd round of venture capital was raised in 2011/10 to finance: acquisitions, strategic partnerships, team growth

### Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

- Pricing mechanism: freemium
- Recurring revenue from ongoing payments
- Options: Free with ads, Pro: 10,000 idr/month no ads,