| **Business Model Canvas Component** | **Description** |
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| **Value Proposition** | Custom mobile/web applications for artists, musicians, and performers to showcase portfolios, enable e-commerce, and offer interactive galleries. Custom mobile/web applications for business consultants to facilitate client management, appointment scheduling, resource sharing, and data analytics. |
| **Customer Segments** | Local artists, musicians, and performers. Local business consultants. |
| **Channels** | **Online**: Website, social media, online marketplaces (e.g., Fiverr, Upwork). **Offline**: Local networking events, workshops, and seminars. - **Referrals**: Word-of-mouth from satisfied clients. |
| **Customer Relationships** | **Personalized Service**: One-on-one consultations. - **Support and Maintenance**: Ongoing support and updates. - **Community Engagement**: Webinars, online communities, newsletters. |
| **Revenue Streams** | **Project Fees**: One-time fees for custom application development. **Subscription Fees**: Recurring fees for maintenance and support. - **Consulting Fees**: Fees for digital strategy and training. - **Add-On Services**: Fees for additional features, integrations, or updates. |
| **Key Resources** | **Technical Expertise**: Mobile/web development skills. - **Creative Design Skills**: Userfriendly interfaces. - **Project Management Tools**: Tools like Trello, Asana, or Jira. **Marketing Resources**: Online marketing tools and platforms. |
| **Key Activities** | **Development**: Building and testing applications. **Consultation**: Understanding client needs and providing solutions. **Marketing**: Promoting services through various channels. **Support**: Ongoing maintenance and updates. |
| **Key Partnerships** | **Local Art Communities**: Partnerships with galleries, art schools, and collectives. **Business Networks**: Collaborations with business chambers, consultants, and groups. **Tech Vendors**: Partnerships with software and hosting providers. |
| **Cost Structure** | **Development Costs**: Software, tools, and platforms. **Marketing Costs**: Advertising, networking events, promotional materials. **Operational Costs**: Office space, utilities, administrative expenses. **Support Costs**: Maintenance and support expenses. |