

Business Model Canvas

Designed for:

Innovation project

Designed by:

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Version:

1

<p>Key Partners</p> <p><u>Motivation for partners</u></p> <ul style="list-style-type: none"> Economy <p><u>Possible partners</u></p> <ul style="list-style-type: none"> Ad companies Data tracking services 	<p>Key Activities</p> <p>Key Resources</p> <ul style="list-style-type: none"> Website Data tracking ability Intellectual resources <ul style="list-style-type: none"> Data Good design 	<p>Value Propositions</p> <p>Organization</p> <ul style="list-style-type: none"> Counters Seperated projects Easy oveview Collection of relevant resources Intuitive layout Yarn type / brand tracking Recipe type / description 	<p>Customer Relationships</p> <ul style="list-style-type: none"> Profiles for customers Able to email us for bugs? They are the business Personify the company for loyalty in customers? <p>Channels</p> <ul style="list-style-type: none"> Web application? Email? <ul style="list-style-type: none"> Cost of a person sending emails Possibly automatic email system? Reach customer base? <ul style="list-style-type: none"> Social media 	<p>Customer Segments</p> <ul style="list-style-type: none"> Knitters <ul style="list-style-type: none"> A billion dollar global industry Chrocheters Crafters in general
<p>Cost Structure</p> <p>Biggest expense likely to be wages of workers, but they're us so we can do little to no pay at start (call it a hobby thing). Another bigger expense is website hosting, not super expensive but a nice cost to have covered. Likely value driven but with some automation. Should have a fixed cost.</p>		<p>Revenue Streams</p> <ul style="list-style-type: none"> Customers unlikely to want to pay <ul style="list-style-type: none"> Application made to solve problem of no acessible good free option. Data sold to ad companies / data trackers <ul style="list-style-type: none"> Colors Yarn types Popular recipe types 		