

Business Model Canvas

		Designed for:	Designed by:	Date:	Version:	
Key Partners	Innovation project	Sandra and Sofie	22/10/2025	1		
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments		
<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 Resources</p> <ul style="list-style-type: none"> ▪ Website ▪ Data tracking ability ▪ Intellectual resources <ul style="list-style-type: none"> ○ Data ○ Good design 	<p>Organization</p> <ul style="list-style-type: none"> ▪ Counters ▪ Separated projects ▪ Easy overview ▪ Collection of relevant resources ▪ Intuitive layout ▪ Yarn type / brand tracking ▪ Recipe type / description 	<ul style="list-style-type: none"> ▪ Profiles for customers ▪ Able to email us for bugs? ▪ They are the business ▪ Personalify the company for loyalty in customers? 	<ul style="list-style-type: none"> ▪ Knitters <ul style="list-style-type: none"> ○ A billion dollar global industry ▪ Crocheters ▪ Crafters in general 		
			<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 			
Cost Structure		<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 accessible good free option. ▪ Data sold to ad companies / data trackers <ul style="list-style-type: none"> ○ Colors ○ Yarn types ○ Popular recipe types 				
<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).</p> <p>Another bigger expense is website hosting, not super expensive but a nice cost to have covered.</p> <p>Likely value driven but with some automation.</p> <p>Should have a fixed cost.</p>						