

The Business Model Canvas

Designed for:
Cyber Clinic

Designed by:

On: ddd/yyyy

Iteration: Text

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

Cyber NYC
Mayor's Office
Cyber bootcamps
Hiring companies

Partners will provide graduates or funding for the office.

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

Train cybersecurity graduates to perform security consultations.

Go to meetups to advertise services.

Work with Mayor's office to promote services.

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

Cybersecurity Graduates

By the end of next year, there will be hundreds of cybersecurity graduates who can't find jobs because of a lack of cybersecurity work experience.

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

Small businesses become SHIELD compliant.

Cybersecurity graduates get work experience.

Cyber bootcamps stay in business because graduates are getting hired.

City of New York will have a strong Cybersecurity workforce and gain income from taxes.

New Yorker's data will be better protected.

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

Cybersecurity graduates will help small businesses become SHIELD compliant..

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

Cybersecurity meetups
Small business meetups
Partner with Mayor's office to advertise our free services when they send our SHIELD compliant notices..

Customer Segments

For whom are we creating value?
Who are our most important customers?

Small Businesses
Cyber Bootcamps
City of New York
People of New York

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Most import cost is office space.
WeWork office space?

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

Health / Legal Clinic Model?
Referrals
Donations / Grants
Income sharing agreements?