BUSINESS MODEL GAME

PARTNERS

Market & Brand exposure

Teachers, who recommend platform to their students

ACTIVITIES

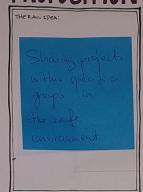Start: 17.11.2017
End: 17.05.2018
① Development of the platform:
① Setting tech. base
② Design & Prototyping
③ User testing
④ Coding the App & Website
⑤ Last testing & LAUNCH

→ Marketing & Sales activities
↓
Maintenance
↓
After sales

RESOURCES

NETWORK

KNOWLEDGE

WEBSITE

VALUE PROPOSITION

THE RAW IDEA:

Sharing projects within specific groups in the safe environment

- WHAT VALUE DO WE DELIVER TO THE CUSTOMER?
- WHICH ONE OF OUR CUSTOMERS' PROBLEMS ARE WE HELPING TO SOLVE?
- WHICH CUSTOMER NEEDS ARE WE SATISFYING?

- Curiosity
- Comparing
- Motivation to growth to be better or even
- How others solve the same tasks

CUSTOMER RELATIONSHIPS

AUTOMATED SERVICE

HUMAN INTERACTION with communication tech support & after sales

CHANNELS

SOCIAL MEDIA

CUSTOMERS

Include 60+ in interest groups

Education Institution

Students in groups

COST STRUCTURE

Platform development

Marketing & Sales

Maintaining & Sustaining & Improving

INSPIRATIONAL NOTES

BRAND IMAGE
OUR CUSTOMERS CAN RELATE TO:
Growth
Knowledge
Creativity
teams

Rental
Rent our platform to educational institutions.

REVENUE STREAM

KEY PARTNERS

- Education Institutions
- **Suppliers**
  Tech support
  Utilities
- Employees & Outsourced talents
- Advertising agencies

KEY ACTIVITIES

- Development of the platform
- Sales activities
- Maintenance
- Aftersales service

KEY RESOURCES

- Skills & experiences of coowners
- Technical equipment

VALUE PROPOSITION

- Enable artwork/project sharing within groups
- Privacy & security of creations
- Templates for making portfolio.

CUSTOMER RELATIONSHIPS

- Automated service
- Aftersales service
- Human interaction with consultations, tech support, aftersales
- Promotions to enhance premium membership sales

CHANNELS

- Social media
- Word of mouth
- Education institutions

CUSTOMER SEGMENTS

- Students who belong to groups in creative fields
- Education Institutions
- Teachers (secondary segment)
- Hobbyists who belong to interest clubs, courses etc.

COST STRUCTURE

- Marketing & Sales exp.
- Platform development
- Maintenance
- Salaries & outsourcing exp.

REVENUE STREAMS

- Premium subscription fees
- Ad fees