Business Model Canvas

Designed for: Group 5

Designed by: Whole Group 5

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Key Partners

Which Key Activities do partners perform?

Who are our key suppliers?
- UiPath (for the RPA),
- ChatGPT (for creating the captions),

Who are our Key Partners?
- The marketing departments (customers and user, employees)

Which Key Resources are we acquiring from partners?
- Photos,
- Keywords
- Development environment

Key Activities

What Key Activities do our Value Propositions require?
- Our value propositions require key activities such as market research, product development, and customer engagement to effectively meet customer needs and preferences.

Our Distribution Channels?
- Social Media Platforms like Instagram, Facebook, LinkedIn etc.

CATEGORIES:
- Problem Solving,
- Optimization
- Marketing

Key Resources

Key Resources:
- Talented personnel with expertise in marketing, product development, and customer service.
- Technology infrastructure for RPA, data analysis, automation, and communication.

Distribution Channels:
- Online platforms (e-commerce websites, social media).

Customer Relationships
- Personalized communication channels (email, social media).

Revenue Streams
- Sales of our services.

Value Propositions

Value Proposition:
- Convenience/Usability: Simplifying advertising deployment process.
- Customization: Tailored advertising content for various platforms.

Customer Problems Solved:
- Time constraints in manual posting across multiple platforms.
- Inconsistency in branding and messaging.

Bundles of Products and Services:
- Automated advertising deployment tool.
- Reporting and analytics dashboard.

Customer Needs Satisfied:
- Efficiency in advertising deployment.
- Consistent branding and messaging.

Characteristics:
- Performance: Reliable and efficient advertising deployment.
- Customization: Tailored content for specific platforms.
- Cost Reduction: Minimizing resources required for advertising efforts.

Customer Relationships

Expected Relationship Types:
- Responsive customer support.
- Personalized communication channels (email, social media).

Established Relationships:
- Responsive customer support through email and social media.

Integration with Business Model:
- Customer relationships are integral to the success of the advertising deployment service.

Cost:
- Minimal cost for personalized communication through automated systems.
- Minimal effort for the customer to create advertisement

Channels

Input Channels from partners:
- Google sheets, Excel, Photos

Output Channels:
- Instagram
- Facebook
- Twitter
- LinkedIn

Customer Segments

For whom are we creating value:
- Businesses seeking to automate advertising across various platforms.
- Marketing departments aiming for efficiency and consistent branding.
- We are helping companies reach more customers more efficiently

Our most important customers:
- Medium to large businesses with diverse customer bases and presence across multiple platforms.

Our customer base:
- Segmented: Serving a variety of customers segmented based on their needs and demographics.
- Multi-sided Platform: Providing solutions for advertisers as well as platforms like Instagram and TikTok where ads can be placed.

Cost Structure

Most important costs:
- Key Resources: Technology infrastructure, personnel.
- Key Activities: Product development, marketing campaigns.

Key Resources most expensive:
- Technology infrastructure requiring regular maintenance and updates.
- Skilled personnel for marketing and development.

Key Activities most expensive:
- Marketing campaigns to reach target audiences.
- Continuous product development to stay competitive.

Business Model:
- Value Driven: Focused on value creation through premium value proposition.
- Characteristics: Fixed Costs (salaries, rents, utilities), Variable costs.

Revenue Streams

Value customers are willing to pay for:
- Automated advertising deployment saving time and resources.
- Consistent branding and messaging across platforms.

What customers currently pay:
- Subscription fees for access to automated advertising deployment tool.
- Variable fees based on usage or advertising spend.

How they currently pay:
- Monthly or annual subscription payments.
- Variable fees based on advertising spend or usage.

Preferred payment method:
- Continuation of current subscription model.
- Option for flexible payment plans based on usage.

Value Proposition Canvas

VALUE PROPOSITION

GAIN CREATORS

- Our product creates advertisements instantaneously with only few simple inputs.
- Freeing up employees' time for more skilled jobs
- Allows for more consistent and scheduled advertising

PRODUCTS & SERVICES

Rule based automated robot for advertising. It uses AI to create posts with captions across multiple platforms using consolidated inputs that employees can quicky and easily create.

PAIN RELIEVERS

- We are saving money on employee costs because the job is now done by a robot
- We are saving our customers a lot of time in creating advertisements
- Prevents employees from having to interact with multiple platforms and remember the passwords to post content

CUSTOMER SEGMENT

GAINS

Get the cheapest advertising on the market that is easy and creative.

CUSTOMER JOBS

Our product will help the customer quickly create and upload advertisements across several platforms according to a pre-scheduled marketing plan.

PAINS

Save our customers lots of time in creating advertisements across several different platforms.