Top of Form

*Fakeflix*

*Date:*

Jan 11/ 2020

The Business Model Canvas

Bottom of Form

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| --- | --- | --- | --- | --- | --- |
| *Key Partners*   * Google Firebase * Hostinger- Web hosting | *Key Activities*   * Secure and analyze data from user watching behaviors * Use collaborative filtering to give recommendation * Monthly subscription to streaming services companies | *Value Proposition*  *To viewers:*   * Provide fast and personalized recommendation based on different criteria such as mood, age, number of people watching with * Save user’s time to choose movie   To companies:  + Influencing the users’ navigation and watching behaviours  + Increasing user engagement and loyalty  + Making the site easier and more entertaining to use | | *Customer Relationships*   * Providing recommendation engine | *Customer Segments*   * Small Companies providing video streaming services like Tubi TV, Qello, Family Channel, … but not limited to Netflix, Hulu, Amazon Prime, YouTube premium, … |
| *Key Resources*   * Web hosting * Developers * Web advertising * Initial investment * Original data of users’ watching behaviors | *Channels*   * Integrate with other streaming service companies app including web, mobile app |
| *Cost Structure*   * Developers * Web hosting * Advertising including company’s website, and other advertisement channels like Google or Facebook. | | | *Revenue Streams*   * Upfront Cost of the app * Monthly subscriptions to streaming services companies. | | |