The Business Model Canvas

Key Partners

+ Influencers

+ Private people

+ Organizations

6 Key Activities

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Value Propositions B2C: More self-esteem **Customer Relationships Dedicated Personal Assistance** **Customer Segments**

B2C: Private Users

Segmented Market

B2B: Employees, CSR

departments &

Advertisers/Marketers,

Enterprises in general

Mass Market

Event-Partners

Collaborative Organisation, Sponsoring, .

Challenge-Solvers

Users who accomplish challenges

Marketing Branding, Event Management, CSR

Intellectual Property Protection

Protecting Unique-Selling-Proposition

Platform Development

Software Architecture/Engineering, Developing

More self-esteem via self-presentation

B2C: Connect online & offline Get in touch with new people online & offline

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B2C: Ad-free, More Privacy No ads are shown, personal data not sold

B2C: Incentive for Social Responsibility

Rebates, Products, Vouchers,

B2C: Changing the World

Health, Environment, Socializing: Good feeling

B2B: Alternative to regular Ads Platform for CSR & Branding, More effective Collaborating on CSR, Marketing & Branding

B2B/G: Outsourcing von CSR

Personal contact, less racism, etc.

Key Resources

Team

Know-How, Motivation

Web & Mobile Platform

Repetitive Events

Intellectual Property Registered design, trademark, concept

Own Branding/Reputation

Technology Infrastructure

B2B: Privates part of Marketing Consumers are part of Marketing-Campaigns as

media of e.g. paid challenges collectively showable via Dev.API

B2B: Easy Word-Of-Mouth Viral Marketing (e.g. customer posts, ...)

B2B: Low-Priced CSR/Branding

Payable by small-/medium sized companies

B2B: Reaching narrow Groups Already sensibilized people, ...

B2B/G: Enhancing collaboration Motivated employees, group cohesiveness

B2B/G: Enhancing Reputation

Customer Attention, Increasing Ad-effectiveness

B2G: More Volunteers, Workforce Gathering waste in communes, ...

B2B/G: Marketing Collaboration

Providing simple chat-bot for FAQs, personal

support for businesses and private users

Network Effects

Marketing, CSR etc. outsourced via challenges

B2C: Community Building

Channels

Website, Mobile App

Developer Tools & APIs

Other Social Media

Facebook, Instagram, YouTube, Anchor.FM, .

Events

Collaborations with NGOs, other Companies

Ads

Influencer, AdWords, TV, Print-Media, FB-Ads,.

B2G: Politicians, Political Parties, NGOs, Clubs, **Communes, Public sector**

Mass Market

Developers Niche Market

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Cost Structure

Marketing & Branding

Variable Costs

Research & Development

Variable Costs

Operating Costs

Variable Costs

Revenue Streams

Sponsored Challenges

Fixed Pricing [Advertising/CSR]: Service feature/Duration dependent

Premium Developer APIs

Fixed Pricing [Usage/Subscription Fees]: Service feature/Volume dependent

Business Licenses

Fixed Pricing [Advertising/CSR/Internal Culture]: Duration and Organization-size dependent

Paid Challenges

Fixed Pricing or Subscription Fees [Advertising/CSR]: Duration dependent

Events

Fixed Pricing: List Price, Event dependent

Variable Costs

Outsourced Hosting

General & Administrative

Fixed Costs