

Cost centers

Key partners

Who should be involved as you produce and deliver your solution?

- TMDB (movie database)
- Stores (Apple Store and Play Store)
- Cinema influencers

Key activities

What do you need to do to produce, market, and deliver your solution?

- Mobile and web development
- User moderation

Key resources

What do you need to have in order to produce, market, and deliver your solution?

- A database
- Technical stack (React-Native + Laravel)
- A proper UX/UI
- A back-office for moderation

Value propositions

What problems do you have and how do you solve them?

- Social media based 100% on cinema : reviews, movie searching, discussing about movies...
- A mix between cinema features and social media features
- Access to a community of quality with serious reviews, discussions...

Profit centers

Customer relationships

How do you talk to your market about your solution? How do you acquire customers?

- Ads on social medias
- Support by mail

Channels

How do you deliver your solution to customers and where can they find it?

- Stores (App Store and Play Store)
- Social media
- Partnership with influencers

Customer segments

Who needs your solution? How many people need your solution right now or will eventually need it?

- Cinema fans active on social media
- Cinema influencers
- User frustrated by the current social medias

Cost structures

- Backend hosting (OVH)
- App Store and Play Store fees on publish and taxes on app & in-app purchases

Revenue streams

- 1€ per user on registration
- 5€/month per user for freemium features