The Business Model Canvas
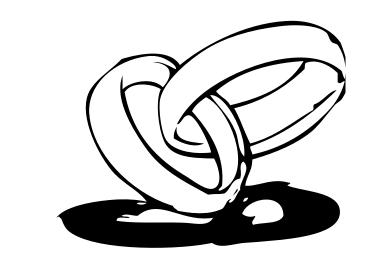
Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Team 4 because we have both the client and the server

School, Teachers

Client server communication
Python programming
Socket knowledge

Creating a server or a client according to the needs of the corresponding group

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
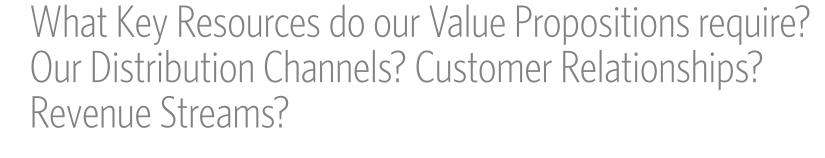*Production*
Problem Solving
Platform/Network

Creation of a chat protocol

We don't have a distribution channels

We don't have customers, but in case we have them, we will have different ways of dealing with a customer. For example, a chat program sold for a company won't be the same program that will be sold to ordinary people; there would be different needs in the two areas.

We don't have revenue streams.

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Our program requires a knowledge of the Python language, have a basic knowledge of clients and servers, and be able to program with sockets.

We do not have a distribution channel as it is an internal non-profit program. The program is minimal, but with more time you could create a program that could be sold to customers who need it.

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

The customer would be highly valued as an individual to satisfy his requests.

We can provide real time communication between them and other individuals.

The service offered to the customer is an application, which allows communication between two or more users via a server. With our application it is unthinkable to be able to operate it worldwide, but it would be a restricted communication to 20-30 people for the server capacity.

To be able to communicate with a secure program, both with clients and with servers within the company, with the immediate possibility of resolving faults, without using web chat with possible errors that could block the work flow of the company.

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

We think everyone needs a fast and safe way to communicate with someone else.

If the server were entrusted it to us, a privacy issue would arise with the customer to keep his protected data. On the other hand, if the server were hosted internally within the company, it would be sufficient to guarantee a linear flow without slowing down.

Right now, we don't have connections with any customer.

Customers are integrated into our Business Model at a cost through system updates to improve performance and to better satisfy our customer.
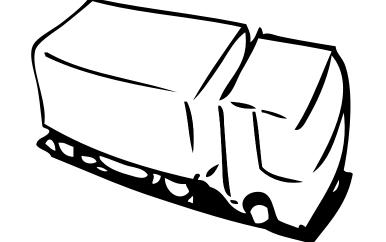
For now, no cost has been agreed.

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES:
1. Awareness
 How do we raise awareness about our company's products and services?
2. Evaluation
 How do we help customers evaluate our organization's Value Proposition?
3. Purchase
 How do we allow customers to purchase specific products and services?
4. Delivery
 How do we deliver a Value Proposition to customers?
5. After sales
 How do we provide post-purchase customer support?

Our customers must be reached through web platforms that allow the download of the program in a private and universal way.

We are not reaching them right now because the application is internal to the school and is not intended for sale.

Customer Segments

For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

We are not creating value for anyone, it is a job to learn the basics of client-server communication and then implement something more realistic and usable.

I think that there are no more important customers than others, it is a service that can be offered to anyone to facilitate people's lives.

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE:
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

There is no cost, the materials that are used are all offered by the school.

There are neither resources nor activities more expensive than others because it is an application without costs.

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES:
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING
List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING
Negotiation(bargaining)
Yield Management
Real-time-Market

We are not charging anything, because it is a non-profit exercise.