

Business Model Canvas

KEY PARTNERS

- Investors
- Regulators
- Influencers
- IT Communities
- Mass Media Companies
- Academics
- Good Distributors
- Big Retail Companies

KEY ACTIVITIES

- Technology R&D
- Production
- Licensing
- Distribution
- Data Analytics
- Sales & Marketing

VALUE PROPOSITIONS

- Market Driven
- Relate to Society
- Easy to Use
- Awards
- Unlimited Access
- High Technology
- Lifetime Guarantee

CUSTOMER RELATIONSHIPS

- On Demand
- Ease of Use
- After Sales
- Community Gathering

CUSTOMER SEGMENTS

- Content
- Languages
- Trending Topics
- Geographical

KEY RESOURCES

- Brand
- Platform
- Employees
- Website
- Supply Chain

CHANNELS

- Word of Mouth
- AdSense
- Social Media
- Offline Advertising

COST STRUCTURE

- Production
- Licensing
- Marketing
- General Operational
- Infrastructure
- Research and Development

REVENUE STREAMS

- Subscription Model
- Market Place Invasion
- Future Model - Premium Licensing
- Advertising