










The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
Iteration:

<div>Key Partners</div>  <ul style="list-style-type: none">• Content Creators• Publishers	<div>Key Activities</div>  <ul style="list-style-type: none">• Develop app• Market to Publishers• Marketing to Content creators• Market Research• Revise app• Create video, audio, digital content	<div>Value Propositions</div>  <ul style="list-style-type: none">• For readers who want to experience stories that come off the page and integrate into their technology-filled lives, we are creating a free app that allows them to access the multimedia content for enhanced novels.• For writers and publishers who want to create a multimedia experience around their content for our app, we provide media production services and a distribution channel.	<div>Customer Relationships</div>  <ul style="list-style-type: none">• Learn what our customers like and automated suggestions of other books they may be interested in	<div>Customer Segments</div>  <ul style="list-style-type: none">• Horror Fans• Children (Parents)• Education System (Teachers, Parents)• Publishers
	<div>Key Resources</div>  <ul style="list-style-type: none">• Physical – Computers, Video & Audio Equipment• Intellectual – Novels, textbooks,• Human – Developers, Film Crew, Designers• Financial – Grants, Tax Credits		<div>Channels</div>  <ul style="list-style-type: none">• Publishers• Book Stores• iTunes• Android• Website	
<div>Cost Structure</div>  <ul style="list-style-type: none">• Labour - Developers to create app, Video and Media Producers to create media, Designers to design features, Marketing (Social Media, Traditional), Management, Professional Fees• Channels - Cost to be on iTunes / Android• Equipment - Computers, Video & Audio Equipment		<div>Revenue Streams</div>  <ul style="list-style-type: none">Our own books & Acquired Content<ul style="list-style-type: none">• Book Sales• Extra Features SalesPublishers and Content Creator's books<ul style="list-style-type: none">• Media Production Services• Percentage from each user sign-up		