

Ch@tmash – Making Social Networking Better

BUSINESS MODEL CANVAS REPORT

Image of the canvas

1) **Key partners:** -

- Students – they can use it for knowledge sharing, posting something innovative and professional.
- Employees – can use for chatting with their colleagues, clients, heads, etc.
- Businessman – can advertise their product by posting simply on their timeline.
- All kind of people – all the people can use this web application to share something and get connected to their community and world.

2) **Key Activities:** -

- Platform development – to develop the platform is very important activity which include technologies combining to the web application.
- Data center – to collect the data of the user sis very crucial task where all the data like user information, images and their activities are stores from one data center.
- Data indexation – it is obvious that data needs to be properly indexed so that at the time of retrieval one application doesn't get conflicting errors.
- Filtering – this phase includes the filtering of the data which means the user only gets the appropriate data related to him.
- Research and development – this includes the research and development where the developers of the application would try to enhance the environment of the web application.
- Software development – web application needs to be developed through proper steps and through proper team.
- Innovative application development – it comes under the research and development where new and beneficial applications would be built under suitable conditions.

3) **Key resources:** -

- Company culture – company culture mainly affects the product as the surrounding affect the nature of the employee; better the surrounding, better he would implement the work.
- Big data handling – handling all kind of transactional data needs to be properly indexed and filtered during retrieving process as well as for storing purpose
- Technology infrastructure – better the technology used, the application would get better platform to perform on the internet. So the latest and high performance technology needs to be installed in the company.
- Talent of employees – employees with great technical and soft skills will work with different way and they would produce aa different results.
- Customer data - through customer data, the developers would get an idea to improve their application to provide more human- friendly application on the internet.

4) Value proposition: -

- Power to share – this application gives the user to power to share their thoughts, knowledge and emotions to the people and the world.
- Connect friends – here user can connect to their friends by simply finding them. Additionally, they can easily communicate with each other on this platform.
- Express yourself – the user completely gets the benefit of expressing himself/herself through their posts. The people connected to this get the message through posts.
- Source of information – one can easily share the message, thought, experimental blogs etc. to share the information and knowledge.
- Platform to share information – people think that how they can represent their knowledge to the world, well our application gives the platform to independently put their thinking in front of the world.

5) Customer relationship: -

- User profile / personal timeline – the user
- Community building – user here builds his/her own community group of friends where he can put his thinking to the group of people. As well as he gets an opportunity to get in touch with the knowledgeable persons in the world.
- Human centered design – the entire project is to give the world a friendly environment to share, acknowledge, develop their way of thinking and all.
- Instant messaging – the application provides medium for instant and prompt messaging service to the users with their friends and others.

6) Channels: -

- Internet advertising – to reach the people, we may use the public advertisements on T.V. , hoardings, websites etc., and can may expand our business.
- Mobile applications – we may introduce our application for the business and can make it available through play store and other mediums.
- Events – we may participate and sponsor some events where we can introduce our product in front of large amount of crowd.
- Partnership channel- same as being partner with certain groups we might expand our business.

7) Customer segments: -

- Billions of internet users worldwide – there are wide range of people who can use our product and can get connected to their near ones.
- Security – our application gives the security features like captcha verification and email verification to our esteemed users. Also, we are preventing bot data scrapping through captcha verification.
- User authentication – user is verified and authenticated safely through his username, password and captcha- (I am not robot) verification.
- Filtering messages – the user will get the messages, posts in a filtered manner so that he don't have to trouble with the complexity.
- Backup – Also all the chat, posts, photos, friend list would be completely backup for future purposes.

8) Cost structure: -

Costing to the company can be much complicated as per the different departments and their costings like

- Offices
- Taxes
- IT infrastructure
- Data centers
- Technology installation & updating
- Employee salaries
- Maintenance
- Customer support
- Marketing & promotion

9) Revenue streams: -

- The project is basically to put the product in front of people as a beta version but on its success we will update our project to the company level project with all the purpose like advertising and all through which the company will get revenue from the users who want to advertise on our web application.