

Business Model Canvas

Designed for:

et Nota

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1.0

Key Partners

Advertising: Google, Meta and TikTok Ads.

Points of sale: Play Market, App Store, Huawei Store and others. Companies that rent **offices in rent** and **servers: iHubV Kyiv, Hosting Ukraine**. Firms for **search and purchase key resources: e-Katalog, Hotline, Rozetka, Prom.ua** and the like.

Companies that produce the necessary **software**, needed for development: **ABBY, Google, Apple** and others. Companies providing **CRM-, marketing, corrupt, designer software: Salesforce, Malichamp, Canva, Adobe** etc. **Legal** And

accounting companies.

Key Activities

Study of features human psyche. Programming, fine-tuning, testing the application, customization. Design development, brand. Development Marketing: marketing strategies, campaigns.

Key Resources

Office + servers (rent), PC/ laptops + necessary accessories; OCR software, STT software, software for development; patent, TM, etc.; advertising, sales and client software, design software; advertising; **heterogeneous** IT specialists, marketers and designers, psychologist.

Value Propositions

The innovative, fastest, most convenient, atmospheric and user-friendly note-taking and navigation app in the form of a chat with an intuitive interface, a powerful brand and the use of AI.

For "thinking":

The fastest and most convenient way to organize and unload thoughts, get rid of frustration, increase the efficiency and effectiveness of the thought process, etc., as well as the most pleasant and best way to get pleasure from thought.

For "creative":

The most pleasant everyday place «**quenching**» creativity, creative impulses and desires, "**house**» for thoughts, emotions and feelings. For "**business**":

The fastest and most convenient **mobile** a way to organize to-do lists, shopping lists, quick plans, etc. with a huge number of ways "**remind**» about this information, in order to fully **brain relief** And **increases labor efficiency**.

Customer Relationships

Taking into account feedback, analyzing incoming data and continuous improvement applications: qualities, design, functionality. **Support:** Online chat, email, social networks. Customization. Integration. Privacy. Application interface. **Loyalty programs:** discounts, club. Brand.

Channels

Video services (YT, TT), search engines, online software marketplaces, own website, as well as landing page, email, social networks (FB, TG, IG, LI, etc.). For subscriptions and internal purchases, also the application itself.

Customer Segments

"*Noticeable Millennials*":

1. "Thinkers"- People, which create notes in the form "**rational**" **thoughts, at same: thinkers, highly rated**

students/graduate students, scientists, detectives, bloggers and others;
2. "Creative"- People, which create notes in the form "**emotional**" **thoughts, creative works** and other things, **at same: writers, artists, bloggers, musicians, diarist child** etc.;

3. "Business"- people who create notes in the form **affairs** And **other types of "employment"**, at same: **businessmen, managers, politicians, entrepreneurs, detectives, self-employed, bloggers** and many others.

Cost Structure

Key Resources/Activities :

IT specialists: ongoing costs to create new features, fix bugs, and keep your app running smoothly.

Marketing and advertising: reaching the target audience and attracting users, brand. Value-oriented.

Fixed costs : salaries of IT, customer support and administrative staff. Office space rent; software licenses and development tool subscriptions.

Variable costs : Marketing and advertising costs, which may vary depending on the effectiveness of campaigns, cloud storage costs depending on the user base and data storage needs.

Economies of scale (with the growth of users) and **diversification effect** (due to different versions).

Revenue Streams

Monthly/annual fee **premium subscription**:

- Free version with ads** (for mass);
- Lite version**, which disables advertising and gives some perks (more for "business" people);
- Standard version**, which provides advanced navigation capabilities (for those who think a lot or "create", therefore many notes; "thinking", "creative");
- Extended version**, which provides even more advanced features for those who are not satisfied with the standard (niche). and **in-app purchases**, namely the purchase of customization (different **topics** and the like, more for the "creative" ones).