

The Business Model Canvas

Designed for:
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Iteration #

<p>Key Partners</p> <ul style="list-style-type: none"> - Local, state, and federal government for grants - Local employers (i.e. Walmart, Meijer) - Housing Authorities - Landlords and property managers - AIDS Ministries - Nonprofits serving similar populations - Web designers 	<p>Key Activities</p> <ul style="list-style-type: none"> - Maintaining website and expanding features to make the end goal of finding housing/work easier for formerly incarcerated and at-risk individuals - Create and update social media type feed of current ongoing successes of these individuals 	<p>Value Propositions</p> <ul style="list-style-type: none"> - The product is a social media type site that provides information such as skills and aspirations to employers and housing authorities that is legitimized by required classes and key partnerships - This provides value to the user as it aids them in mitigating their negative past so they may progress and build a more meaningful life 	<p>Customer Relationships</p> <ul style="list-style-type: none"> - The customer relationships stem to the profiles created after completing the classes - Continued relationships would either be indirect with the customers via employers or direct by continued use of the site 	<p>Customer Segments</p> <ul style="list-style-type: none"> - Provide a platform for individuals that struggle with finding work and/or housing due to history of incarceration - Individuals aged 18 and above that have been previously incarcerated and are thus trying to turn their life around in a positive way - The service can also be expanded to those younger than 18 as well as to those who have not been convicted but are at risk of being convicted in the future
<p>Key Resources</p> <ul style="list-style-type: none"> - Grants are the biggest resource we rely on as they will be used to create and fund the product until it may become self sustaining - Other crucial resources lie in the partnerships we have to legitimize the program 			<p>Channels</p> <ul style="list-style-type: none"> - The channels to reach the final users are through internet services to have an active profile, thus through any device that can reach and internet the website - To gain access to the site and create a profile, the class must be completed which is also through computer 	
<p>Cost Structure</p> <ul style="list-style-type: none"> - The service will be created and maintained from a pro-bono standpoint and thus all relevant costs would be to wages for technical upkeep as well as any other associated costs of rolling out the product. These costs will be funded from grants received and donations from partnerships. 			<p>Revenue Streams</p> <ul style="list-style-type: none"> - Revenue from specific employers and housing authorities that decide to advertise on the website to gain more exposure and thus more employees or more tenants (these firms would have already got on board with hiring individuals who have been previously convicted) 	