Appendix E: Business Model Canvas

Key Partners ? Insert	Key Activities ? Insert	Value Proposition ? Insert	Customer Relationships ? Insert	Customer Segments ? Insert
Tech Meetup Groups - sponsor events to gain awareness and adoption	**Product Development**	**Interactive Data Visualization**	**Community building** - possibly having a collection of visualisations where users can upload and share their creations - forum for users to seek help and discuss interests together	**Individual Users (B2C)** - R&D Engineers - Students (Finance, Medicine, Engineering) - Researchers (Medical, Engineering, Data) - Consultants - Analysts (Financial, Data)
Hackathon Organizers - to sponsor hackathons - increase awareness and usage	**Problem Solving for Organizations** - providing customised software and solutions	**Data Analysis**		
		Customizable interactions and connections		
NYU School of Engineering (and other colleges to kick off a pilot testing)	**Platform management** Edit [x]		**automated service** - automated onboarding guide and tutorial videos & faq section - software looks at customers' characteristics to offer relevant tips and information	**Organizations(B2B)** - R&D companies/teams - schools - financial institutions - medical institutions - consulting firms - research agencies
	Sales Outreach			
	Account Management & Client Service		**Co-creation** - engage customers to help us to improve the product and create new features - work with organizations to build customized features that fulfil specialized needs	
			Dedicated personal assistance dedicate a customer representative or account manager specially for each organization (customer)	

Key Resources ? Insert	Channels ? Insert
Developers/Coders	**Own website - web sales**
Lawyers	**Internal salesforce**
Intellectual resources: patents?	
Management & Marketing Team	

Cost Structure ? Insert		Revenue Streams ? Insert	
Development & Maintenance Costs - cloud hosting etc	**Office Rental**	**Premium subscription**	**Licensing**
	Operations costs	**workshops**	
Employees' salaries	**Marketing costs**		

Brainstorming Space ? Insert Brainstorm Mode

YELLOW = ALL	**BLUE = RELATED TO ORGANIZATIONS (B2B)**	**GREEN = RELATED TO INDIVIDUALS (B2C)**