Final deliverables: Business Model Canvas
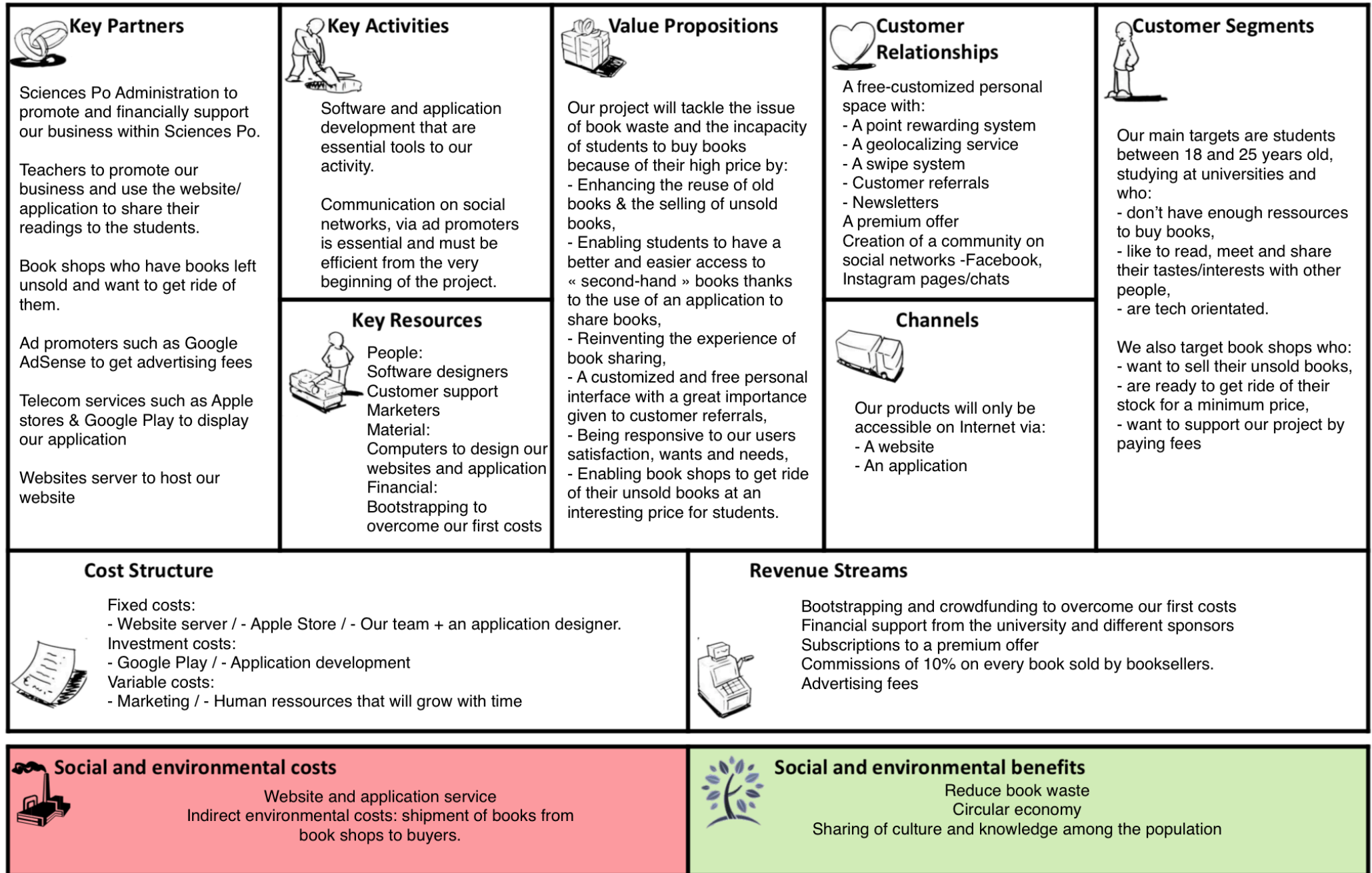
Key Partners

Sciences Po Administration to promote and financially support our business within Sciences Po.

Teachers to promote our business and use the website/application to share their readings to the students.

Book shops who have books left unsold and want to get ride of them.

Ad promoters such as Google AdSense to get advertising fees

Telecom services such as Apple stores & Google Play to display our application

Websites server to host our website

Key Activities

Software and application development that are essential tools to our activity.

Communication on social networks, via ad promoters is essential and must be efficient from the very beginning of the project.

Key Resources

People:
Software designers
Customer support
Marketers
Material:
Computers to design our websites and application
Financial:
Bootstrapping to overcome our first costs

Value Propositions

Our project will tackle the issue of book waste and the incapacity of students to buy books because of their high price by:
- Enhancing the reuse of old books & the selling of unsold books,
- Enabling students to have a better and easier access to « second-hand » books thanks to the use of an application to share books,
- Reinventing the experience of book sharing,
- A customized and free personal interface with a great importance given to customer referrals,
- Being responsive to our users satisfaction, wants and needs,
- Enabling book shops to get ride of their unsold books at an interesting price for students.

Customer Relationships

A free-customized personal space with:
- A point rewarding system
- A geolocalizing service
- A swipe system
- Customer referrals
- Newsletters
A premium offer
Creation of a community on social networks -Facebook, Instagram pages/chats

Channels

Our products will only be accessible on Internet via:
- A website
- An application

Customer Segments

Our main targets are students between 18 and 25 years old, studying at universities and who:
- don't have enough ressources to buy books,
- like to read, meet and share their tastes/interests with other people,
- are tech orientated.

We also target book shops who:
- want to sell their unsold books,
- are ready to get ride of their stock for a minimum price,
- want to support our project by paying fees

Cost Structure

Fixed costs:
- Website server / - Apple Store / - Our team + an application designer.
Investment costs:
- Google Play / - Application development
Variable costs:
- Marketing / - Human ressources that will grow with time

Revenue Streams

Bootstrapping and crowdfunding to overcome our first costs
Financial support from the university and different sponsors
Subscriptions to a premium offer
Commissions of 10% on every book sold by booksellers.
Advertising fees

Social and environmental costs

Website and application service
Indirect environmental costs: shipment of books from book shops to buyers.

Social and environmental benefits

Reduce book waste
Circular economy
Sharing of culture and knowledge among the population

Source : http://www.businessmodelgeneration.com

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