

## Business Model Canvas Switch Up

Key partners	Key activities	Value proposition	Customer relationship	Customer segments
<p><b>Logistic partners</b> enabling us to send our boxes to customers. We would mainly use Colissimo from La Poste as we aim at leveraging the effectiveness of their distribution channel in France.</p> <p><b>Social organisations</b> who could cover the difference in prices for low-income families (e.g. CAF/employee representative committee). Such partnerships would allow us to reach customers from a wide variety of social backgrounds, thereby bringing culture to teenagers in a non-discriminatory fashion.</p> <p><b>Leisure- and culture-related businesses</b> willing to offer services through our box. These partners would allow us to obtain group discounts, thereby enabling us to charge our customers for less. These partners would include (but not be limited to):</p> <ol style="list-style-type: none"> <li>(1) Museums</li> <li>(2) Sports stadium</li> <li>(3) Theatres (for shows and</li> </ol>	<p><b>Partner and negotiate</b> with leisure- and culture-related businesses who can offer cultural and intellectual activities.</p> <p><b>Constant search</b> for new offerings, activities, new authors for our target segment in order to better address their needs and surprise them even more.</p> <p><b>Continuous recalibration</b> of our offering to our customers with the refinement of the algorithm that allocates activities on the basis of customers' preferences.</p> <p><b>Marketing activities</b> to raise awareness on social media and ads online as it is essential for our target market (that uses social media heavily) to understand the goal of our project and lay out clearly its benefits.</p> <p><b>After sales</b> (B2B and B2C)</p> <p><b>Software Development &amp; Maintenance</b> in order to keep our platform up and running.</p>	<p>Connecting the target market back to cultural activities through our <b>innovative</b> box.</p> <p>Adding a <b>social value</b> to the customer : by stimulating the interest of our target market with <b>personalized/flexible offerings</b> in terms of cultural activities and products coupled with new propositions to discover/explore/stimulate their interest even further, thereby providing options which the teenager would not otherwise know about or consider.</p> <p>Providing the target market with a broad access to culture with a vast <b>selection</b> through a relatively <b>reasonably-priced</b> box</p> <p>Continuous expansion of our offering through <b>positive network externalities</b> that will be generated by the increasing number of users. Indeed, the more users subscribing to our box (and therefore using the platform), the greater the discounts we will be able to negotiate and therefore the lower the prices we will charge</p>	<p><b>End users (teenagers):</b> Leverage online tools to reach our end users. This would include the use of a platform/webpage that is supplemented with an online community to allow teens to share their views on the activities and products with one another. This section would also allow for recommendations. Also a relation through <b>social media</b>, with a kind of “teasing” concerning the activities to come in the future box.</p> <p><b>Buyers (parents):</b> Send parents a monthly analysis of the impact of the box on teenagers' behaviour with respect to cultural activities.</p> <p><b>Service providers:</b> Dedicated personal assistance.</p>	<p><b>End users:</b> Teenagers from 13 to 18 years old in Paris and its neighbourhood are supposed to be the customers of the Cultur'Box.</p> <p><b>Buyers:</b> Teenagers are not likely to be financially independent. Therefore, parents or legal guardians must be included in our target segments as they are the ones who will also need to be convinced.</p> <p><b>Service providers:</b> Leisure- and culture-related businesses.</p>

<p>concerts)</p> <p>It's also important to develop a partnership with public institutions whose goal is not only economic but also social in order to benefit from these discounts.</p>	<p><b>Key resources</b></p> <p><b>IT and logistics infrastructure</b> : stock handling, website maintenance.</p> <p><b>Marketing</b> division: design of products.</p>	<p>our customers for.</p>	<p><b>Channels</b></p> <p><b>Website</b> : for informations and the subscription.</p> <p><b>Cardboard boxes</b> delivered on a monthly basis by post and comprising tickets to several activities and cultural products such as books.</p>	
<p><b>Cost structure</b></p> <p><b>Material</b> related to the box. This would mainly include the recycled cardboard boxes which are the main component of our boxes.</p> <p><b>Production costs</b>, mainly composed of labour costs.</p> <p><b>Prices of activities and products</b> which will determine the price we set for our box. As it is the real value, it represents the most important cost of the box.</p> <p><b>Marketing and personnel</b> costs.</p>		<p><b>Revenue streams</b></p> <p><b>Regional subsidies and sponsors</b></p> <p><b>Monthly subscription</b> from our target market : the subscription will be the same for each month, so it's kind of easy to anticipate the revenue. The unknown concerns the number of subscription which will determine the quantity of revenue.</p>		
<p><b>Social and environmental costs</b></p> <p>Environmental costs related to the delivery of the cardboard boxes.</p> <p>Environmental costs related to the production of the box.</p> <p>Environmental costs related to the cultural activities (electricity from the museums...) : it's an indirect cost which is not directly related to our Cultur'Box.</p>		<p><b>Social and environmental benefits</b></p> <p><b>Easing the access to culture</b> for all.</p> <p><b>Enhances social diversity</b> as teenagers from various social backgrounds will be able to meet during activities such as art shows and exchange with one another.</p> <p><b>Environmental benefits</b>: the use of recycled cardboard will reduced the environmental costs related to production.</p>		