Deliverable F
Business Model

Submitted by

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List of Acronyms

Table 1. List of acronyms

Acronym	Definition

1 Introduction

This week we created a business model canvas, choose what business model we were going to go with and created a list of core assumptions from our business canvas model. Using what we have learned in the lectures we will apply that to this deliverable to answer the questions fully and correctly.

2 Business Model

Optimal Business Model

Our business will follow the subscription business model. This allows us to generate more profit on our product like this, a product that the consumer will continuously need. Following this model allows us to generate more revenue to put back into our product and constantly improve on it and make it better. Using the subscription model also means the user only ever has to download one program, as once they purchase the subscription the software will continuously be updated and never require the user to buy and redownload a newer version of the product. This business model is also more in line with our competitors, making it easier for our customers to compare our product with competitors.

Business Model Canvas

Figure 1. Business model canvas

Business Model Canvas. What's Your Business: Selective Screen Reader

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
None	Program developing Book narration Translating	Help people who struggle with reading be able to have it spoken to them	Personal assistance Self service	Visually impared Learning disabilties, such as dyslexia People with ADHD
	Key Resources Open source code		**Channels** Mobile app store Download from website for computer	

Cost Structure	Revenue Streams
10 employees working from 6-10am and 7-11pm being paid minimum wage	Subscription ($14.99/month)

Core Assumptions

Some core assumptions we have based off of our business model canvas are the following:

1. Our clients will be mostly visually impared, having learning disabilities and/or have ADHD

2. The product will mainly be used to navigate electronic devices.

3. Our application will be used for a considerable duration given the amount of time people spend on their electronic devices.

4. The application will have different subscription plans once a pattern of the users interface with the application has been established.

5. Our clients' numbers are estimated to fluctuate once the application becomes available.

6. The application might be used in non-english speaking countries thanks to our translator options.

3 Conclusions and Recommendations for Future Work

In conclusion, we believe the ideal business model for our product is the subscription method. It allows us to have more money to improve our product more frequently, as well as prevent the user from repurchasing the product when a new version is released. We then created a business model canvas to help us more clearly see what exactly we want and what we are going to do going forward with this project. From that business model canvas we then created a list of core assumptions about our product. This list helps us even more clearly see what it is exactly we are trying to accomplish with this product and what our product is going to be used for. We want to make sure that these assumptions are inline with what our client wants.

Some life long learning we can take from this deliverable is how to create a business model canvas. Using a business model canvas is a great tool as it makes you think about every aspect of your product and how you are going to get there. It also allows others to see what exactly your product is and how it is going to function. Some other life long learning that can be taken is learning about business models. Looking into the business models gave us more of an insight to how companies make their money and how their product is tailored to fit that business model.

4   Bibliography

APPENDICES

APPENDIX I: