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|  |  | *Designed for:* | | | | | *Designed by:* | | *Date:* | | *Version:* |
| **Business Model Canvas** | | Assignment 2 | | |  | | Sai Teja Raju T |  | 9/15/2022 |  |  |
|  |  |  | | | | |  | |  | | |
| **Key Partners** | **Key Activities** | | **Value Propositions** | | | **Customer Relationships** | | | **Customer Segments** | | |
| IT industries.  Content creation platforms.  Educational Institutes. | Research  Determine the target market, create the tool, test the program, and ensure consistency. | | This site was created applying AI algorithms to assist users in determining if the sources they are using are reliable or not. Additionally, the website will offer reliable sources on a particular subject.  Reduces the harm that bogus content causes to the general public while enabling students to get the proper information. | | | | Feedback from the customer.  Always available customer support team. | | To everyone using the browser for content or news.  Users in educational institutes.  Business organizations. | | |
| **Key Resources** | | **Channels** | |
| Sources of Content, Test and bias-checking, equipment and employees for hardware/software maintenance. | | Online marketing and advertising platform.  Awareness programs on how the content on internet is misleding. | |
| **Cost Structure** | | | | **Revenue Streams** | | | | | | | |
| The cost would be for the hardware and software cost and also for its maintenance.  For hiring employees with different backgrounds such as creators, analysts, developers, and testers.  Costs for storing, marketing and also training. | | | | IT industries, universities, teachers, and students purchase the website's premium version to access the service.  Authors and other resources that are supervised by us are allowed to inform their users that they are impartial since they have partnered with us. | | | | | | | |
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Key Challenges-

* Finding the cost structure and revenue streams was quite challenging. And also the teams involved in the process.
* Figuring out on potential customers and their relationship was a task as we can give customer support and also take their feedbacks for the improvement of the website.

- The customers who will benefit directly from the website.

- Understanding what actually goes into creating a product/idea was a task.