

The Business Model Canvas

Designed for: BLUE CANARY SERVICE

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Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Technical:

- Cloud / hosting provider for cheap server deployment and data backup.

Policy:

- Possible partnership: lawyers' firm for analysis of regulations

- Partnership with security research labs

- Partnership with *haveibeenpwned.com*

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/Network

BlueCanary account management:

- Dark Web monitoring
- Private forum monitoring
- Irc channel monitoring
- Pastebin monitoring
- Auction monitoring

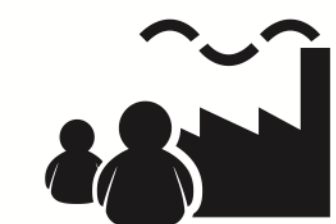
Customer Support:

- social/community manager for broadcast of important information breach

Policy:

- Analysis of current regulations regarding external accounts collection, privacy-oriented services by one or more lawyers.

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Physical:

- Server (hosting) provider with flexible configuration of network bandwidth.
- Large scraping facility by in-house machines.
- Data Backup facility for hosted and in-house data (especially paying customers' data).
- Sysadmin(s) with experience in BlueCanary server management
- In-house lawyer for public relationships
- Support technicians with night-hours disponibility.
- social/community manager for social network communication.

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Paying user:

- BlueCanary's managed accounts that can be created using web API

- 10 Slack accounts

- 150 accounts from common email providers

- email redirect

- Realtime Irc support
- Mail support

- Realtime Phone support

- Assistance in **breach** management

- Assistance for **post-mortem** management

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

- Automated and assisted account creation

- Self-service account renewal and payment procedure

- Irc channels, e-mail contacts for dedicated personal assistance

- Social network and online communities for information broadcast to all users.

Channels



CHANNEL PHASES
1. Awareness
How do we raise awareness about our company's products and services?
2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Online:

- Awareness: free advertisement through blogging / posting on forums, online communities, social networks.

- Partnership with haveibeenpwned.com

- Communication: Support forum, chatting / micro-blogging platforms (IRC, twitter)

Offline: none

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Businesses and Enterprises: value-driven cost structure



- Cost of deployment and server mantainance is low but increases with the number of servers needed.

- Cost of support is fixed, based on the number of people employed (ideally 5-10).

- Backup management is one-time deployment and low cost, 1 sysadmin employed.

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING
List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING
Negotiation (bargaining)
Yield Management
Real-time-Market

Subscription fees:

of paying users, fixed per month.
List price fixed, customers can get a discount for long-time subscription.

Possibility of **automated online payments**: Paypla, etsy, Monero, etc ...

