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| **Business Model Canvas: Psifia Ltd.** | | | | | | |
| **Key Partners**  Investment partners:   * Innovate UK; * Entrepreneur 1st; * Cambridge Innovationcapital.   Software developers:   * Autodesk Revit, * Bentley MicroStation, * Trimble Tekla, * AVEVA LFM, * Edgewise * Hardware suppliers; * Cloud server vendor; * University of Cambridge; * Advertising agencies. | **Key Activities**   * Promotion of product; * Continuous platform development; * Customers support; * R&D – build new products and improve existing offers. | **Value Proposition**  Digital Twin (DT) for infrastructure and buildings  Problem:  For Developers:  - Need of regular updating of software;   * Not cloud based.   For Users:   * No BIM server; * Data loss; * Subscription fees.   Solution:   * Interoperability; * Online storage; backup; * Freemium model; * Multiple users work; * Data exchange; * Massive fragmentation; * Never give out. | | **Customer Relationship**   * Account management for Premium customers; * Automation where possible; * C2C support in forums. | **Customer Segments**   * Industry companies: Construction, Architecture &Planning,   Machinery, Civil Engineering, Computer software and hardware;   * Freelancers: Architects, engineers and structural designers; * Universities, Learning centres; * Advertisers & ad agencies. |
| **Key Resources**   * Human resources; * Physical assets (servers, computers, quality internet connection); * Intellectual property. | **Channels**   * Psifia web site; * Professional societies; * Network effect; * Partners tech forums; * Social media ads; * Email marketing. |
| **Cost Structure**   * Servers; * Traffic acquisition costs; * Platform development costs; * R&D costs, * Sales& marketing costs; * General& administrative costs | | | **Revenue Streams**   * Pricing mechanism: freemium * Recurring revenue from: Premium accounts; Licensing data streams; * Ads revenue. | | | |