

OPERATIONAL COSTS

What are the costs to operate the platform business?

Look at your key activities, key resources and key technologies from the Service Canvas.

ACQUISITION COSTS

What are the costs to acquire the different stakeholders?

- Marketing
- Sales
- Community
- Onboarding

UNIT COSTS

What are the costs to „produce“ the offered services for you as a platform?

CONSUMERS REVENUES

Revenue

Data Insights

Others

CONSUMERS

PRODUCERS REVENUES

Revenue

Data Insights

Others

PRODUCERS

PARTNERS REVENUES

Revenue

Data Insights

Others

PARTNERS

TOTAL COSTS

TOTAL REVENUE

