**GNG2101**

Deliverable F: Business Model

Submitted by Team A12

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# 1. Introduction

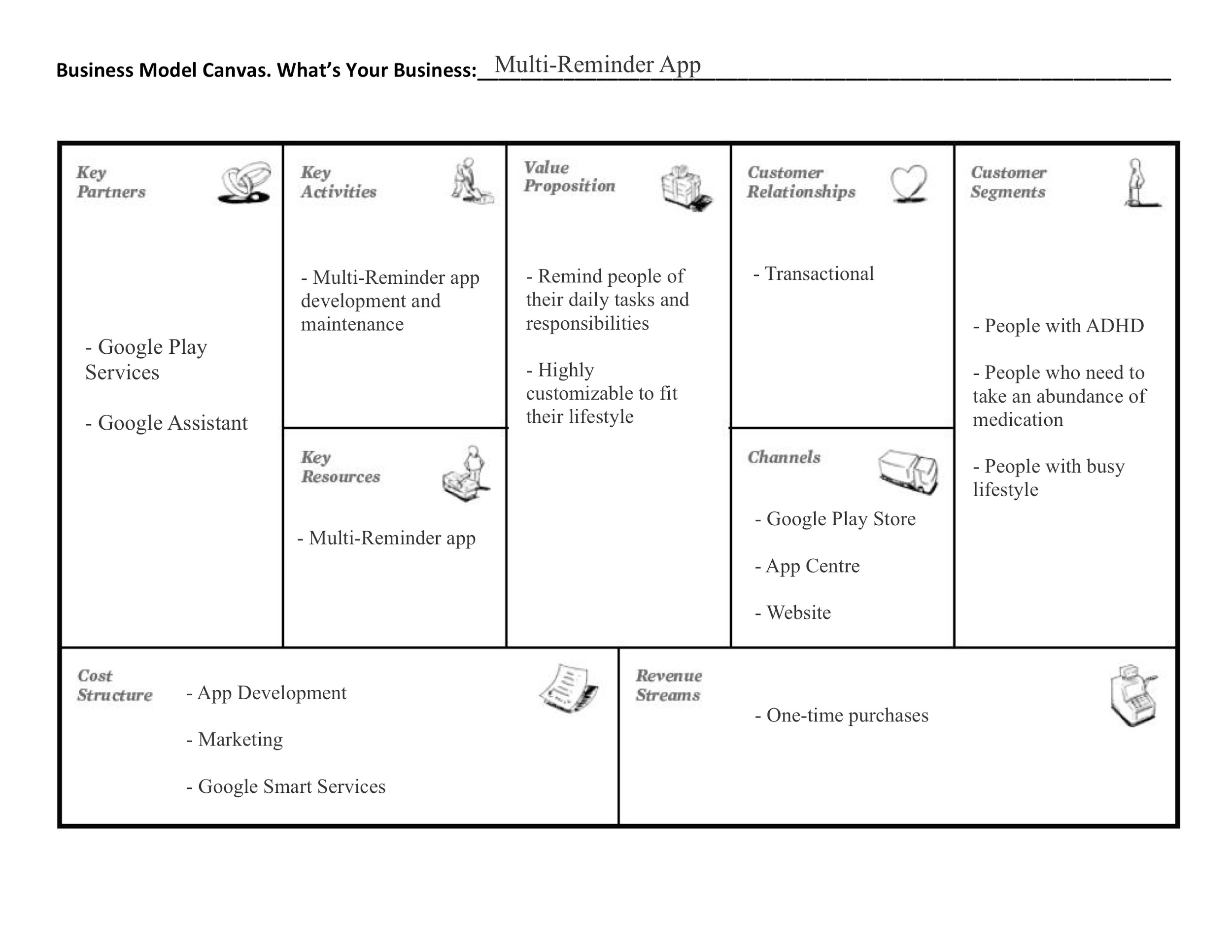
This report follows as the team identifies potential business models that would be well suited to commercializing the Multi-Reminder app. First, the report discusses a few base criterias wanted for the business model. Then a Business Model Canvas will be presented which enables the team to easily organize and map out the direction in which the final business model will be heading. Finally, the report lists and discusses core assumptions that have been made in developing the business model.

# 2. Business Model Type

The multi-reminder app has a premium business model. Consumers pay a low-cost one time fee to obtain the app and all the features that come with it. There are no in-app purchases. This model was chosen because the team did not want to have advertisements in the app; therefore, opted for an upfront affordable payment from the user.

This model was also chosen instead of the freemium business model because the team did not want to hold back on features. This also eliminated the need for a database that would keep track of which users are using the free version and which users are using the premium version.

# 3. Business Model Canvas



# 4. Core Assumptions

A core assumption is that there will be people who will pay to use the app. This is a reasonable assumption because the app will be low-cost and users will get the proper value for the price they pay. The low cost also makes the app affordable for people with different social economical backgrounds. It will be widely available to many people and attract a larger audience.

Another assumption is that people with ADHD, people who need to take lots of medication, and people with busy lifestyles require this app and will have their needs met when using this app. It is highly customizable for different lifestyles and purposes so it can reach all the customer segments. It is assumed that these customers want an app that will remind them of tasks and responsibilities that they tend to forget and that this app will improve their daily life.

The last assumption is that Google Play Services will distribute the Multi-Reminder app. This app does not violate the terms and conditions; therefore, it is fair to assume that Google Play Services will not have any issues with the app and put it in the Google Play Store and make it available to many of the target customers.

# 5. Conclusion

In this deliverable, our team first compared the different types of business models and chose one that we felt best fit our product and it’s specifications. Our chosen type of business model was compared to our other possible options and we explained why our chosen type fit the product better. We then created our business model canvas, in which we analyzed the “what”, “who”, “how”, and “how much” elements of the business model. Finally, we discussed the assumptions made in our business model canvas and our reasoning behind each assumption.