

Business Model Canvas

Designed for:
WACLOUD VENTURES

Designed by:
Winfred Akello

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Key Partners

- Maalcard Ltd for our digital payment collection intergrations and links
- Opmath Graphics
- Sam Kabanda and Advocates
- Media Marketing with Catalogue shoppers Ltd
- Events Planners
- Rotary Clubs

Key Activities

(1)Enagaging potential business partners for service integration and growth:
 (2). Developing new digital tools and systems
 (3), Meeting with potential organisations and corporates interested in our service.
 (4)Customer development & retention & support services.
 (5) technology updates and system maintaince

Key Resources

We are building a network of data Entrants through our gaduate trainee program to support the front end developers, (b) brand awareness (c) technology protection, updates and security (d) data management and storage (e). marketing development and channel management (f) staff development (g) cash mobilisation for grow and expansion..

Value Propositions

WACLOUD Is A Trusted IT Partner with Proven Expertise in affordable and scalable enterprise web solutions and digital branding strategics.

With our After sales support services,That is socially impactful allowing us to work alongside the clients needs throughout a lifetime. We offer the right blend of expertise and aptitude to let clients consolidate their business processes into a single Enterprise Resource Planning and Management system.

Customer Relationships

WACLOUD is working on developing a strond clients relations and customer care team to help strengthen the relationship as more business is acquired. While installing more functional digitla tools for an efficient CRM.

Channels

1. Through Website refferals of existing clients.
2. Via our Company Website
3. Through Established Partnerships like Rotary Clubs.

Customer Segments

Wacloud is targeting Education institutions without online presence, and school management systems. Tour and Travel companies Manuactiing companies Consulting companies and Organisations. Ecommerce trading businesses Government agencies.

Cost Structure

Revenue Streams

Estimated Monthly Technology maintain costs \$ 1500 , Human Resource \$ 6,100
Financial Cost \$ 800 Technology infrastructure \$ 2600 ; Marketing and sales \$ 500
and administrative cost \$ 1800. The organisation operates on a lean strategy with 4
full time staff 3 part time ; with a network of freelance data Entrants and developers
in the field earning per project done. The business model is based numbers
lowering the cost of services and increase utilisation of the services.

Income Streams: Are derived from Setup fees to monthly Maintainance charges.

Service Incomes :

- a) Yearly Subscriptions for cloud Hosting services
- b) Domain name purchases and renewal markups revenue fee.
- c) Website Development fee charges
- d) Montly Website Management/updates subscription.
- e) ERP Systems design and implementation fees
- f) ERP Systems support / maintanance fees
- g) Digital Marketing mothly subscription fees.
- h) IT Consultangies ie database designs charges