

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?

Supporters who see key value in open content, readable to all -- ie value in having no paywall or subscriber-only content.

Key Activities

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

News reporting and comment and analysis, including on:

- Transport by bicycle
- Livability and active travel
- Cycle routes
- Cycling and the law
- Bicycle share
- Greenways
- Cargo by bicycle

Key Resources

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

Journalism (ability to ask questions etc)
Time
Hosting
Contacts
Freedom of Information

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?

In-depth news and comment on cycling as transport in Ireland beyond what national and local media cover.

Ability of informative coverage to shine a light at what is wrong and to inform and influence debate.

Cover issues such as cycle route design standards and legal changes to a higher level than mainstream media can.

Independence from media constraints, cycling groups, authorities.

Open to all -- not just to the super interested or those who can pay.

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?

- Regular readers who just read
- Regular readers who read, share and/or comment
- Irregular readers who read, share and/or comment
- One-off readers who read, share and/or comment
- Readers who are supporters
- Cycling campaign groups which comment / share
- Readers who are sources

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

Main channel: IrishCycle.com

Secondary channels:

- @IrishCycle on Twitter
- Facebook.com/IrishCycle
- Automated email newsletter

Customer Segments

For whom are we creating value?
Who are our most important customers?



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?

Time - to write, research, and edit articles, make and maintain contacts, reply to readers, moderate comments etc

Advertising - to promote articles, gain readership

Hosting / tech - hosting and other web services to keep the site up.

Travel - to review infrastructure, maintain contacts, etc

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?

Reader-supported model

Supporters see value in no paywall or subscriber-only content

Only fraction of average 20,000 monthly visitors

Monthly payment for predictability
Using PayPal? Or Stripe? Or other?

Aim of €4-5 per month at lower end (80%), €10 mid (15%) & €15-20+ higher (5%)

Total number of supporters needed 200-400+, depending on part or full time