

Team or Company Name:  
AAU, CLAAUDIA DM

# The Business Model Canvas

Date:  
27/09/18

☒ Primary Canvas  
☐ Alternative Canvas

<p><i>Key Partners</i></p> <p>CLAAUDIA steering group Ph.d. school leaders Institutledere SRFI DSD It decision makers</p>	<p><i>Key Activities</i></p> <p>Advisory Awareness Teaching Problem solving Infrastructure planning Strategy and policy work</p>	<p><i>Value Proposition</i></p> <p>Supporting researcher's time, money, prestige</p> <p>Maximize potential in data Help ensure compliance "Take burdens away" Support application process</p>	<p><i>Customer Relationships</i></p> <p>Co-creation Case-by-case personal and prof. assistance Courses "Coincidence" Self-guidance</p>	<p><i>Customer Segments</i></p> <p>Researchers as .... - technology users - technology creators</p> <p>Principal investigators</p> <p>Policy enforcers</p>
	<p><i>Key Resources</i></p> <p>It tools and competences Integrated team Knowledge + time Other peoples platforms</p>		<p><i>Channels</i></p> <p>AAU Communication Awareness campaigns Cross-selling Roadshow Direct support inquiries Mediated inquiries Websites</p>	
<p><i>Cost Structure</i></p> <p>Current most direct cost: People Over time: People + infrastructure</p>	<p><i>Revenue Streams</i></p> <p>Overhead =&gt; Trust and observed value added =&gt; Continue overhead</p>			

Source: [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)