

		Designed for:		Designed by:		Date:		Version:	
Business Model Canvas		Bestcompany							
Key Partners <ul style="list-style-type: none">Agencies and Service ProvidersAdvertising PartnersIndustry AssociationsTechnology Providers	Key Activities <ul style="list-style-type: none">Curating Agency ListingsMarketing and Lead GenerationPlatform Maintenance and DevelopmentOrganizing Bestcompany Awards		Value Propositions <ul style="list-style-type: none">Curated Listings of AgenciesEasy Lead Generation for BusinessesValuable Industry InsightsBestcompany Awards to Recognize Excellence		Customer Relationships <ul style="list-style-type: none">Personalized Customer SupportRegular Updates and NewslettersCommunity Engagement through AwardsFeedback Mechanism for Continuous Improvement		Customer Segments <ul style="list-style-type: none">Small and Medium Enterprises (SMEs)StartupsFreelancersMarketing and Advertising Agencies		
	Key Resources <ul style="list-style-type: none">Website and Mobile AppVetted Agency DatabaseMarketing and Sales TeamIndustry Expertise				Channels <ul style="list-style-type: none">WebsiteSocial Media PlatformsEmail MarketingIndustry Events and Webinars				
Cost Structure <ul style="list-style-type: none">Website and App Development CostsMarketing and Advertising ExpensesOperational Costs (Staff Salaries, Hosting, etc.)Event Organization Costs (Awards)				Revenue Streams <ul style="list-style-type: none">Premium Listings for AgenciesAdvertising RevenueLead Generation FeesEvent Sponsorships					