

Ample Labs: Business Model Canvas

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| <div><div>Key Partners</div><div><div>Tech</div><ul style="list-style-type: none">• Tulip• Free Geek• TWG</div><div><div>Social</div><ul style="list-style-type: none">• Fred Victor• Seeds of Hope Foundation• Street Voices• Covenant House• Toronto Public Library• Yonge Street Mission</div><div><div>Human Resource</div><ul style="list-style-type: none">• Randstad</div></div> | <div><div>Key Activities</div><div><div>Programs</div><ul style="list-style-type: none">• ChalmersBot• Accelerator Program• The Kit (dormant)</div><div><div>Operational</div><ul style="list-style-type: none">• Grant applications• Volunteer management• Funding raising and seeking out potential partners from the tech industry• Rebooting the main website</div><div><div>Research</div><ul style="list-style-type: none">• Uncover the needs of people experiencing homelessness in Toronto and discover the ways to meet these needs<ul style="list-style-type: none">• User-research</div><div><div>Outreach</div><ul style="list-style-type: none">• On-site demos• Community Events• Co-Design Workshops</div></div> <div><div>Key Resources</div><ul style="list-style-type: none">• Dedicated executive team and their professional networks• Volunteers consisting of designers, developers, researchers, public servants• Co-working space</div> | <div><div>Value Proposition</div><div><div>Organization</div><ul style="list-style-type: none">• Accelerator - to bridge the divide between existing social services and the booming technology industry in Toronto in order to train, educate, and support homeless youth and prevent them from falling into the same homeless situation again.• Empower individuals experiencing homelessness by creating accessible platforms using technology.</div><div><div>To tech</div><ul style="list-style-type: none">- Inclusion and diversity / corporate social responsibility (CSR)- Employee retention</div><div><div>To service provider</div><ul style="list-style-type: none">- Tech expertise- Increase reach</div><div><div>To client side</div><ul style="list-style-type: none">- Reverse the stigma (People experiencing homelessness should be the ones telling us how to do things because they are the experts of their experience)</div><div><div>To government</div><ul style="list-style-type: none">- Help provide a Social Safety Net- Data from chat bot- Immobilize people to take action- Help engage the community</div></div> | <div><div>Customer Relationships</div><ul style="list-style-type: none">• On the same level - they are the expert in their experience• Empowering<div><div>Personal / Empathetic</div><ul style="list-style-type: none">• Some of the Ample Labs staff and volunteers experience homelessness• For every single one of Ample Labs offerings the team has done extensive qualitative research with the users</div><div><div>Open</div><ul style="list-style-type: none">• The vision for ChalmersBot is to be designed to learn from the user's unmet requests</div><div><div>Partnership</div><ul style="list-style-type: none">• Professional• Value and mission alignment</div><div><div>Channels</div><ul style="list-style-type: none">• Official website• Facebook (FB page & community page)• Twitter• LinkedIn• Medium• Chatbot• Eventbrite• AL Partners (in the future)</div></div> | <div><div>Customer Segments</div><div><div>People experiencing homelessness</div><ul style="list-style-type: none">• youth (16-29)• people experiencing transitional homelessness</div><div><div>Service Providers</div><ul style="list-style-type: none">• Trying to get their word out to their target population</div><div><div>Tech community</div><ul style="list-style-type: none">• Willing to contribute technologies and skills to society with CSR</div></div> |
| <div><div>Cost Structure</div><ul style="list-style-type: none">• Equipment, real estate, office supplies, hardware (computers & servers)• Administration (events, catering)• Tooling & licensing (hosting, domain, emails)• Incentives for clients and service providers</div> | <div><div>Revenues Streams</div><ul style="list-style-type: none">• Founders' investment (personal savings)• Applied and waiting for a grant (for Accelerator project)• Non-traditional Fundraising/Crowdfunding (on roadmap to be initiated)• Sponsorships and Partnerships<ul style="list-style-type: none">◦ CSRs• Donations (can be individual or from organizations)• Competition grants/prize</div> | | | |