

Customer Retention Data & Digital integration



Cadesign Form

Key Partners 

Freelance
ressources

Key Activities 

Create 3D
visualizations

Project
management

Sales &
maketing

Key Resources 

Systems &
applications

3D know how

Value Proposition 

3D visualization

Customer Relationships 

Project based

Channels 

Personal sales

Customer Segments 

Producers of
design products

Retailers of
design products

Cost Structure 

3D visualization

Systems &
applications

Sales &
maketing

Revenue Streams 

Project price

Business Model Shift

1. From project deals to annual agreements
2. From applications for internal use to customer applications on license

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Key Activities 

Create 3D
visualizations

Project
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Sales &
maketing

Key Resources 

Systems &
applications

3D know how

Value Proposition 

3D visualization

Customer Relationships 

P

Dedicated
customer teams

Channels 

Forecast

Personal sales

Customer Segments 

Producers of
design products

Retailers of
design products

Cost Structure 

3D visualization

Systems &
applications

Sales &
maketing

Revenue Streams 

Project price

Annual
agreements with
commitment

**Fixed
revenue**

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Key Partners 

Freelance
ressources

Key Activities 

Create 3D
visualizations

Project
management

Sales &
maketing

Key Resources 

Systems &
applications

3D know how

Customer
applications

Value Proposition 

3D visualization

Content on
demand

Location Library

Lock-in

Customer Relationships 

Dedicated
customer teams

Digital integration

Channels 

Forecast

Personal sales

Online booking

Customer Segments 

Producers of
design products

Retailers of
design products

Cost Structure 

3D visualization

Systems &
Development of
applications

Sales &
maketing

Revenue Streams 

License

Project price

**Recurring
revenue**

Annual
agreements with
commitment

**Fixed
revenue**