



FACEBOOK BUSINESS MODEL CANVAS

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| KEY PARTNERS 🤝 <ul style="list-style-type: none">• Investors• Governments• Ad agencies• Consumer device producers• Content producers | KEY ACTIVITIES 🔄 <ul style="list-style-type: none">• Platform development• Data analysis• Cyber security• Acquisitions• Legal | VALUE PROPOSITIONS 💎 <ul style="list-style-type: none">• Free social media for users• Reach/relevance• Social context / discovery• Engagement• Social networking• Global reach• Personalized social experiences• Ad targeting options• Payment systems | CUSTOMER RELATIONSHIPS 🤝 <ul style="list-style-type: none">• Self service• Automation• Global salesforce (ads) | CUSTOMER SEGMENTS 👥 <ul style="list-style-type: none">• Social media users• Businesses• Ad agencies• Website owners• Developers |
| | KEY RESOURCES 📦 <ul style="list-style-type: none">• Facebook platform• Employees• IP/Patents• Payment system• Ad platform | | CHANNELS 📡 <ul style="list-style-type: none">• Internet• Mobile• Developer apps• Media (PR) | |
| COST STRUCTURE 💰 <ul style="list-style-type: none">• Data centers• General admin• Legal costs | | <ul style="list-style-type: none">• Employees• R & D• Marketing and sales | REVENUE STREAMS 💰 <ul style="list-style-type: none">• Ad revenue• Payment revenue• Sales of Oculus VR | |