INFRASTRUCTURE		OFFERING	CUSTOMERS	
Key Partners	**Key Activities**	**Value Propositions**	**Customer Relationships**	**Customer Segments**
BUSINESS PARTNERS ● Europeana BUSINESS ALLIES ● EuroClio ● Webtic (Paul and Nique) ● Use Media (Joes) STRATEGIC ALLIES ● Fontys University of Applied Sciences.	● Content development ● Professional development ● Testing and research ● Web development	● Innovation ● Quality ● Transferability ● Engagement ● Time ● Cost saving ● Accessibility	New customers are acquired thanks to word of mouth and live advertising at events, and the customers base is engaged with constant production of content and with the updating of the functionalities and existing content. The customers base is engaged also via frequent (online and in person) trainings on the new Historiana functionalities, and via the creation of feedback sessions for customers to help improve the product. We work on a *self-service basis*: Historiana provides the tools and customers can proceed how they prefer to use Historiana. .	History and Citizenship Educators looking for ready to use sources and adaptable educational materials.

	Key Resources
	
	HUMAN RESOURCES:
	● EuroClio Staff
	● Webtic + Usemedia
	● Test panel
	● Historiana Volunteers
	    ○ Historical Content
	    ○ Historical Education
	
	INTELLECTUAL RESOURCES:
	● Code for Historiana.
	● Exemplar resources.
	● Documentation for webdevelopers.
			Channels
			
			● Historiana website (including Blog)
			● Historiana Social Media (Twitter, Facebook).
			● EuroClio (Newsletter, Facebook, Twitter, Website)
			● Europeana Education (Linkedin, Facebook, Twitter)
			● Trainings (in person or online)	

	● Guide on creating source collections. ● Teacher training guide + Best practices for teachers. ● Guide on how to deal with Copyright.			

FINANCES

Cost Structure

Historiana is *value driven*: it focuses on maximising the value connected to its products and services.

Fixed costs (do not depend on the amount of product):
● Servers;
● Licenses;
● Domains;
● EuroClio Staff - management;
● Webtic and USE Media Staff – management and maintenance;
● Travel and stay for the Historiana volunteers;
● Overhead (rent, depreciation, etc.).

Variable costs (depend on the amount of product):
● Staff (Webdevelopment).
● Staff (Project Manager, Trainees).
● Travel and stay for Historiana volunteers and trainers.
● Fees for Historiana volunteers.

Revenue Streams

● Core financing EuroClio (fixed costs)
● Project funding (innovations and wishes)