www.udacity.com search “Steve Blank” and do the “How to Build a Start-up” course
GROUPON - Business Model Canvas by Carlo Arioli (English)

1. Customer Segments
   - Local Consumers
   - Affluent
   - Student
   - Singles
   - ..... Etc

2. Value Propositions
   - Consumer
     - Discount/bargain
     - Crowdsourcing
   - Merchant
     - Effective Advertising
     - Fast build Prospect List
     - Sell & Fulfillment Platform

3. Customer Relationships
   - Consumers
     - Price/convenience $$
     - Trust/CRM
     - Viral
   - Merchants
     - Consulting on offer preparation
     - Trust

4. Channels
   - Email campaigns
   - Social networks
   - Website
   - Mobile Apps
   - B2B Sales
   - Merchant web portal

5. Key Activities
   - Editorial/Content
   - Email marketing
   - Scheduling

6. Key Partners
   - Internet & other Coupon Provider
   - Tencent
   - M&A
   - Business Intelligence Profiling

7. Key Resources
   - POS & Credit
   - Database email
   - Creative /Publisher
   - Sales Force & Merchant Database

8. Cost Structure
   - Consumer Acquisition Cost (marketing)
   - Consumer Database
   - IT: Application, Data Centre
   - Connectivity

9. Revenue Streams
   - % fee on transactions
   - Editorial Content prep
   - Ancillary Services
   - New products: GNow! GLive!