zoom - Business Model Canvas

Keys Partners

Skype

Calendar Apps

Key Activities

Platform Development and Maintenance

Key Resources

Zoom Platform

Proprietary Video Compression Codec

Value Propositions

Free Video Conferencing that works well

Video Conferencing with longer duration and professional features

Customer Relationship

Self-Service

Customer Support (phone and chat)

Channels

Websiite zoom.us

Zoom App (mobile and desktop)

Customer Segments

Worldwide Internet Users

Business Users (Enterprise, Education, Govt, Healthcare)

Cost Structure

Human Resources

Platform Development and Maintenance

Revenue Streams

Free

Subscription Plans