

Business Model Canvas

Designed for:

DISCE

Designed by:

Thomas Lievestro

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Version:

1.0

Key Partners



- Existing Ultimate Frisbee associations
- Dutch Frisbee Association
- Ultimate Frisbee Merchandisers
- Elevate Ultimate
- Primary and secondary schools
- After-school care organizations
- Sponsors
- Local sports organizations

Key Activities



- Weekly trainings
- 12 competition days per year
- Skill & Development camps during school holidays
- Training of coaches/trainers
- Marketing

Key Resources



- Passionate team of trainers, regional coordinators, and managers.
- Funding of €1.2 million per year through a sponsor

Value Propositions



DISCE offers children in the Netherlands the opportunity to play Ultimate Frisbee through high-quality training in 84 cities. By leveraging the unique aspects of the sport, DISCE helps children develop into positive, vital, respectful, and honest individuals who are able to communicate with each other in a controlled manner, even in stressful situations.

Customer Relationships



- Weekly trainings
- Competition days
- Training camps during school holidays
- Building a strong online presence

Channels



- Website + Nieuwsbrief
- Social Media
- Clinics (scholen, BSO's)
- Referral programma
- Advertenties
- Ambassadeurs
- (Nationale) televisie
- Samenwerkingen

Customer Segments



- Children in the Netherlands between the ages of 6 and 18 with diverse backgrounds and socio-economic statuses
- Children who are not currently playing a sport but want to participate in sports.

Cost Structure



- Salaries for managers, regional coordinators, and trainers
- Field rental
- Marketing
- NFB membership
- Coach training
- Training materials

Revenue Streams



- Membership fees
- Sponsorship deals
- Subsidies
- Donations