Airbnb (Hypothetical)

A simplified BMC for a two-sided marketplace.

Key Partnerships

- Local photographers
- Payment processors
- Insurance providers

Key Activities

- Platform maintenance
- Trust and safety operations
- Marketing

Key Resources

- Platform architecture
- Global network of hosts and listings
- Brand trust

Value Propositions

- Income generation for hosts
- Unique, affordable local stays for guests

Customer Relationships

- Self-serve platform
- 24/7 customer support
- Host community forums

Channels

- Mobile app
- Word of mouth
- Digital advertising

Customer Segments

- Travelers seeking authentic experiences
- Property owners wanting extra income

Cost Structure

- Platform development
- Marketing and customer acquisition
- Insurance policies

Revenue Streams

- Commissions from hosts
- Service fees from guests