B2B SaaS Startup

A subscription software company targeting HR teams.

Key Partnerships

- Accounting software integrations
- HR consulting firms

Key Activities

- Software development
- Customer support
- Sales outreach

Key Resources

- Engineering team
- Proprietary payroll algorithms

Value Propositions

- Automated payroll processing
- Self-serve employee portal

Customer Relationships

- Dedicated account managers
- Automated onboarding emails

Channels

- Direct sales team
- Content marketing & SEO
- Industry webinars

Customer Segments

- Mid-sized companies (50-500 employees)
- HR Managers

Cost Structure

- Cloud hosting (AWS)
- Employee salaries
- Marketing spend

Revenue Streams

- Monthly SaaS subscription
- Implementation fees