



Clubhouse Canvas

Clubhouse



Key Partnerships

To a certain extent, Clubhouse is partnered with:

- **Developers** who are building 3rd party applications within the Clubhouse ecosystem
- **Creators** who are testing out new formats and experimenting with new ways to engage audiences

While not *officially* partners at this point, the spontaneous growth around Clubhouse has created a unique network structure compared to other social apps.



Key Resources

Brand, Product, Creator Network

- The Clubhouse brand carries a strong image
- Innovative design and audio-only features is creating a new ecosystem online
- Network of creators who bring audiences



Key Activities

Manage Growth, Test Monetization Tools

- Growth has happened so fast, and will likely continue at a breakneck speed
- Testing new monetization tools for creators



Value Proposition

Social radio - allows users to drop into rooms, explore new topics, socialize, and speak if they wish.

- **Connections** - a new, more engaging way to make connections online
- **Creator Platform** - for Creators, the platform promises new tools to aid in monetization, helping them earn money for their work



Customer Relationships

Invite-Only, Referral-Based Platform

- Clubhouse is invite-only, meaning there is no 'sales channel'
- Referral-based growth means customers establish their own networks



Channels

In App Support, Trust & Safety Teams

- Support Teams help deal with any problems related to app functionality
- Clubs must be approved. Content moderation has begun.



Customer Segments

Creators, Influencers, Communities

- **Creators** - writers, musicians, designers, etc - have established a large presence on Clubhouse, along with their fans/audiences
- The **Influencers** who leverage all major social platforms to build their brands are another big segment
- **Communities** are experimenting with Clubhouse as a new way to engage with their members



Cost Structure

Platform Development - scaling-up with new servers, Android app development, and building in monetization features

Creator Grants - attracting more creators onto their platform

Support & Safety/Trust teams - moderating content, approving Clubs, ensuring quality of content remains high



Revenue Streams

Currently Clubhouse doesn't have dedicated revenue streams

Creator Tools (Tickets, Tipping, etc): current efforts are focused on building monetization mechanisms for creators

Club Sponsorship: a possible advertising route in the future for big brands and corporates