

Podcaster Mockup Canvas

Key Activities

- Building audience, expanding beyond niche
- Optimize monetization model

Customer Relationships

- On-air engagement - Listener Q&A, guests from community
- Off-air engagement - digital networks, reviews

Value Prop

- Deliver engaging and relevant, long-form audio content
- Create a community around audio, expand awareness of brand/product

Customer Segments

- Niche segments form initial community
- Popular podcasts grow into mainstream

Cost Structure

- Platform Fees
- Production Costs
- Distribution (Marketing)

Revenue Streams

- Sponsorship
- Advertisements on Air
- Direct Support (sell own stuff)
- Affiliates

