

# WeChat — Business Model Canvas

How One App Became China's Everything Platform | Tencent Corporation

## KEY PARTNERS

- Merchants & businesses (WeChat Pay)
- Mini Program developers
- Content creators & brands
- Financial institutions
- Parent company Tencent
- Game studios & publishers
- Government & regulators

## KEY ACTIVITIES

- Platform dev & maintenance
- Payment processing (WeChat Pay)
- Mini Programs ecosystem support
- Ad management & targeting
- User data & personalization
- Gaming distribution

## KEY RESOURCES

- 1B+ active user base
- Technology infrastructure
- WeChat Pay network
- Brand trust in China
- Tencent's IP & gaming portfolio
- Developer ecosystem

## VALUE PROPOSITIONS

- FOR USERS:
  - All-in-one: chat, pay, shop, book
  - Seamless & frictionless experience
  - No need to switch apps
  - Rich social & content layer
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- FOR BUSINESSES:
  - Direct access to 1B+ consumers
  - Built-in WeChat Pay infrastructure
  - Marketing + sales + support in one
  - Mini Programs = owned storefront
  - Official accounts = CRM channel
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- FOR DEVELOPERS:
  - Massive built-in distribution
  - Payment API out of the box
  - Low barrier to publish & scale

## CUSTOMER RELATIONSHIPS

- Self-service platform model
- Automated user journeys
- Official account messaging (1-to-1)
- Mini Program notifications
- Loyalty via daily habits
- Brand-user direct chat

## CHANNELS

- Mobile app (primary)
- Mini Programs ecosystem
- Official accounts
- Moments social feed
- WeChat Pay QR network
- Tencent gaming platform

## CUSTOMER SEGMENTS

- Individual consumers
- Small & micro businesses
- Large enterprises
- Mini Program developers
- Content creators
- Advertisers & brands
- Government services

# WeChat — Revenue Streams, Cost Structure & Strategic Insights

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## COST STRUCTURE

- Server & cloud infrastructure at massive scale
- R&D — product, AI, and payment features
- Payment security & regulatory compliance
- Marketing & strategic partnerships
- Content moderation & trust & safety
- Developer ecosystem support & tooling
- Customer support & operations

## REVENUE STREAMS

- WeChat Pay — merchant transaction fees
- Advertising — Moments & article banner ads
- Mini Programs — service fees & commissions
- Gaming — in-app purchases via Tencent titles
- Business tools — brands pay for platform access
- Fintech — wealth mgmt, insurance products
- Enterprise services — B2B communication tools

## NETWORK EFFECTS

More users attract more businesses. More businesses build more features. More features attract more users. The flywheel never stops.

## SWITCHING COST

Users depend on WeChat for payments, contacts, and daily services. It's not just an app, it's infrastructure.

## MONETIZE BEHAVIOR

Revenue is earned when users transact, not just scroll. This ties growth to real activity rather than ad impressions.

## PLATFORM LEVERAGE

WeChat doesn't build every service. It lets thousands of developers build on top, capturing a cut of every transaction.

## DEEP INTEGRATION

Payments + social + commerce combined in one app. No Western competitors can scale outside China.

## FUTURE DIRECTION

AI integration, fintech dominance, enterprise tools, and Mini Programs are the next growth levers.