

# Business Model Canvas: ThreadWise

<b>Key Partnerships</b> <ul style="list-style-type: none"><li>• <b>Clothing brands</b> offering high natural fiber options (both mainstream and small businesses)</li><li>• <b>Retailers and marketplaces</b> (Etsy, Faire)</li><li>• <b>Sustainability organizations</b> (GOTS, Fair Trade) for eco-certifications</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Aggregating and maintaining up-to-date product data from online retailers and brands and implementing advanced filters.</li><li>• Website development and maintenance and ensuring customer support.</li><li>• Building and managing partnerships with brands, marketplaces, and sustainability organizations.</li><li>• Marketing and user acquisition (SEO, social media campaigns).</li></ul>	<b>Value Proposition</b> <p>ThreadWise provides a digital clothing shopping platform that enables users to filter search terms by desired material composition and their specific body dimensions, aggregating listings from a variety of online retailers in order of most to least affordable. Our material composition and clothing size filtering features provide a solution for sustainable shoppers, who struggle to find high quality, sustainable, and well-fitting clothes at an affordable price.</p>	<b>Customer Relationships</b> <p><b>All segments:</b></p> <ul style="list-style-type: none"><li>• Personalized recommendations based on user preferences</li><li>• Community-building through user reviews and social media engagement</li><li>• Responsive customer support for issue resolution</li></ul> <p><b>Primary segment:</b></p> <ul style="list-style-type: none"><li>• Engaging content on sustainable fashion trends and practices</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• <b>Primary:</b> American working young adult women ages 23-34 who are interested in sustainable clothing consumption, approximately 48,000 target customers in Boston (current market) and 10.4 million customers across the U.S. (future market).</li><li>• <b>Secondary:</b> American working middle-aged women and men ages 35-54 who are interested in sustainable clothing consumption, approximately 77,000 target customers in Boston (current market) and 68.2 million customers across the U.S. (future market).</li></ul> <p><i>Approximations based on recent BLS data, Boston population data, and customer surveys on clothing consumption habits.</i></p>
	<b>Key Resources</b> <ul style="list-style-type: none"><li>• <b>Technology:</b> Robust backend systems for data aggregation and filtering.</li><li>• <b>Team capital:</b> Expertise in web development, data analytics, and marketing.</li></ul>		<b>Customer Channels</b> <ul style="list-style-type: none"><li>• <b>All segments:</b> Web application with search feature and community/blog posts regarding sustainable clothing consumption.</li><li>• <b>Primary segment:</b> In-house social media marketing, scale to influencer collaborations.</li><li>• <b>Secondary segment:</b> Facebook and Google ads.</li></ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• <b>Primary Annual Costs</b><ul style="list-style-type: none"><li>◦ <b>Website Hosting &amp; Maintenance:</b> \$10,000 (<i>basic plan with domain, SSL, APIs, and essential features</i>)</li><li>◦ <b>Team Salaries:</b> \$108,000 (CEO: \$36,000, CFO: \$36,000, COO: \$36,000)</li></ul></li><li>• <b>Secondary Annual Costs</b><ul style="list-style-type: none"><li>◦ <b>Marketing &amp; Outreach:</b> \$10,000 (<i>social media ads, content creation, partnerships, and PR efforts</i>)</li><li>◦ <b>Miscellaneous Operational Costs:</b> \$1,500 (<i>software subscriptions, legal fees, etc.</i>)</li></ul></li></ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• <b>Primary Revenue Stream:</b> Affiliate marketing (earning commissions from purchases made via the platform). On average, order values will be \$50, and the commission rate will be 10%, earning the company \$5 per sale. Annual Revenue = (10%) (48,000 target customers) (6 purchases) (\$5/sale) = \$144,000</li><li>• <b>Secondary Revenue Stream:</b> As we scale, our secondary revenue stream will be cost per mille (CPM) earnings from sponsored listings. On average, we will charge \$10 per 1000 views of a sponsored product.</li></ul>	