

Business Model Canvas: ThreadWise

<p>Key Partnerships</p> <ul style="list-style-type: none"> Clothing brands offering high natural fiber options (both mainstream and small businesses) Retailers and marketplaces (Etsy, Faire) Sustainability organizations (GOTS, Fair Trade) for eco-certifications 	<p>Key Activities</p> <ul style="list-style-type: none"> Aggregating and maintaining up-to-date product data from online retailers and brands and implementing advanced filters. Website development and maintenance and ensuring customer support. Building and managing partnerships with brands, marketplaces, and sustainability organizations. Marketing and user acquisition (SEO, social media campaigns). 	<p>Value Proposition</p> <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>	<p>Customer Relationships</p> <p>All segments:</p> <ul style="list-style-type: none"> Personalized recommendations based on user preferences Community-building through user reviews and social media engagement Responsive customer support for issue resolution <p>Primary segment:</p> <ul style="list-style-type: none"> Engaging content on sustainable fashion trends and practices 	<p>Customer Segments</p> <ul style="list-style-type: none"> Primary: 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). Secondary: 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). <p><i>Approximations based on recent BLS data, Boston population data, and customer surveys on clothing consumption habits.</i></p>
<p>Cost Structure</p> <ul style="list-style-type: none"> Primary Annual Costs <ul style="list-style-type: none"> Website Hosting & Maintenance: \$10,000 (<i>basic plan with domain, SSL, APIs, and essential features</i>) Team Salaries: \$108,000 (CEO: \$36,000, CFO: \$36,000, COO: \$36,000) Secondary Annual Costs <ul style="list-style-type: none"> Marketing & Outreach: \$10,000 (<i>social media ads, content creation, partnerships, and PR efforts</i>) Miscellaneous Operational Costs: \$1,500 (<i>software subscriptions, legal fees, etc.</i>) 	<p>Revenue Streams</p> <ul style="list-style-type: none"> Primary Revenue Stream: 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. $\text{Annual Revenue} = (10\%) (48,000 \text{ target customers}) (6 \text{ purchases}) (\\$5/\text{sale}) = \\$144,000$ Secondary Revenue Stream: 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. 			