

Business Model Canvas

By [Colorful Dots, LLC](#)

Designed For

A Cool Company LLC

Designed By

A Cool Person

Date

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Version

VI

Key Partners

- Cool people

- Some not so cool people

Key Activities

- Making things ultra cool

- Being awesome at everything

Value Propositions

Customers

- Best way to be cool

Pets

- Even animals look cool

Customer Relationships

- Customer Service

- Social Media

Customer Segment

Cool kids all around

Key Resources

- Partnerships with cool stores

Marketing Channels

- Twitter

- Instagram

- Github

- Website

Cost Structure

- Cool setup costs

- Salaries for cool kids

- Being cool commissions

Revenue Streams

- Membership fees for being cool