# Open MetaDesign 0.1 Business Model Canvas

### **Key Partners**

Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activitis do partners perform?

- Consultants/Supporter
- **Components Supplier**
- Distributor
- Potential consumers
- Repository
- Music Labels
- **Fragrance Companies**

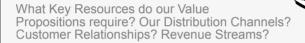
# **Key Activities**

What Key Activities do our Value Propositions

Our Distribution Channels? Customer Relationships?

- **Crowd Design**
- **Crowd Production**
- **Consult & Support**
- Distribution
- After sales
- Distribution

## **Key Resources**



- **Crowd Funding**
- **Human Resources**
- Community
- Repositories

# **Value Propositions**

What value do we deliver to the customer? Which one of our customer's probles are we helping to solve?

What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

- Smart and customizable design and support service
- Refreshing new wake up service
- Easy and changeable usability

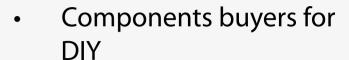
# Customer Relationships

What type of relationships do each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model' How costly are they?

- Co-creation
- Co-production
- **Customized consulting** and supporting service

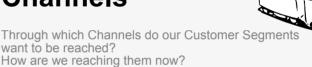
## **Customer Segments**

For whom are we creating value?



- Consultant and Supporter service required
- One-time finished prouct purchasers

# **Channels**



How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

- Online-community
- W-O-M (Word of Mouth)

#### **Cost Structure**

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

Components

**Project:**Humming

- Consulting and Supporting costs
- Music licensing fee
- Fragrance authorized fee

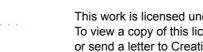


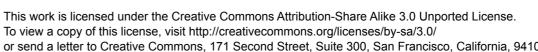
#### **Revenue Streams**

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stram contribute to the overall revenues?

- Consultant & Supporter service fee
- Value adding components and enhancements (Selling data, hardware/software, entertainment, )

















**Designed for:** Designing Open Innovation Designed by: Humming group.

Link:

Original development of the Business Model Canvas: BusinessModelGeneration.com