Key partners

* + Consultant/Supporter
  + Components Supplier
  + Distributor
  + Potential consumers
  + Repository
  + Music Labels
  + Fragrance Companies

Key activities

* + Crowd Design
  + Crowd Production
  + Consult & Support
  + Distribution

Key resources

* + Crowd Funding
  + Human Resources
  + Community
  + Repositories

Cost structure

* + Components
  + Consulting and Supporting costs
  + Music licensing fee
  + Fragrance authorized fee

Value propositions

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

Channels

* + Online-community

Customer relationships

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

Customer Segmentation

* + Components buyers for DIY
  + Consultant and Supporter service required
  + One-time finished product purchasers

Revenue streams

* + Consultant& Supporter service fee
  + Value adding components