Key partners

Shareholders:

* Humming group (management group)
* Producer
* Distributor / Supply
* Potential consumers
* Repository (employees, )
  + Concept designers

Key activities

Key resources

* Funding
* Information
* Knowledge
  + Soft and hard knowlege
* The community
* Human Resources

Cost structure

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Value propositions

* Refreshing new wake up service
* Smart and customizable service
  + Personally tailored services
* Developed into a brand
* Easy usability
  + Easy to change

Channels (mainly distribution channels)

* Physical stores
* Online-store

Customer relationships

Customer Segmentation

Revenue streams

* One time investment
* Capsules with smells (nescafe capsules’ish)
* Capsules with sounds (sd-cards, sound chips)
* Capsules with light (led lamps)