

# BUSINESS MODEL CANVAS

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## TINY PARADISE

<b>KEY PARTNERS</b> □Suppliers and manufactures that will provide materials ranging from nails, wood, lighting, flooring, bricks etc. -Manufacturers that will provide trailers on which tiny houses will be built. -Collaborating with companies that will provide rainwater harvesting system and solar panels.	<b>KEY ACTIVITIES</b> - Integrating of Tiny house on trailers. - Collection of proper raw materials and resources for building. - Arranging proper tools for facilities such as solar panels, composting, rainwater harvesting.	<b>VALUE PROPOSITIONS</b> Tiny Home living will give them a -Happy and more relaxed life. -Increases simplicity,economic freedom and sustainable living -Ready-to-move opportunities. -Offers the flexibility of portability without the hassle of packing and unpacking. -Facilities Less maintenance,more storage space with customizable interior.	<b>CUSTOMER RELTIONSHPIS</b> - Main customers are Travelers in theirs 20s or 30s . - Plan to collaborate with adventure clubs/ societies of various colleges - Advertising through both offline and online sources.	<b>CUSTOMER SEGMENTS</b> - We are creating value mainly from the tourists and adventure travelers. -Our most important customers are basically adventure lovers and nature friendly tourists who love to trek to mountains and spend time in nature. Also these can be used on beaches and other tourist areas. -The archetypes are mainly tourist and higher upper class people.
	<b>KEY RESOURCES</b> - Building materials such as Bricks, Wood (Dimensional Lumber Plywood) Timber, nails. - Materials for flooring, rooftop(Metal Roofing Tar paper Rain and Ice Shield). -Trailers for tiny house - Electrical sources		<b>CHANNELS</b> - Pre-booking phase and discounts. - Social media and sites with higher hits and especially travelling and tickets arranging big company’s apps and online sites. - At tourist spots near our setups. - Commission to travel agents for promoting.	
<b>COST STRUCTURE(per annum)</b> Various costs are involved - Raw materials and other equipments required during building of a tiny home - Other facilities such as solar panels, rainwater harvesting etc. require huge cost incurs for their installation and also for their maintenance. - Advertisement and Promotion for growth of business also requires spending costs to the various channels and sources. - For setting up of tiny homes on scenic areas, land permissions and rents will also be required leading to cost spent on these as well.			<b>REVENUE STREAMS (per annum)</b> - Selling tiny houses: Average price of a tiny home will vary from 12-16 lacs. So, if we are able to sell 25 houses then revenue will=(12-16lac)*25. So Revenue= (3-6)crore  - Renting a Tiny House : Renting 2 tiny houses per day at Rs 8,000 Then, Revenue from renting(a week)=8000*7*2=1 lac 12 thousand. Average Price for s room in hotel costs 10000 a day and hence for two rooms it’ll cost 20,000 approx and for a week = Rs 1 lakh 40 thousand. Hence the difference is huge and renting a tiny house saves customer around 28,000. - Total Revenue per year = 3.15 - 6.15 crore	