

## Business Models

Students will be able to define a business model.

A business model is a specific method used to create and deliver value

Students will be able to identify the different elements of a business model.

The different elements of a business model are value proposition, customer segments, channels, revenue streams, and cost structure.

Students will be able to create a business model for their company.

### 1. Value Proposition

- Hassle-free, affordable 3D printing for students, creators, educators, and small businesses
- No printer or technical knowledge required
- Upload your file or submit an idea, we print and ship it
- Fast turnaround and custom design options

### 2. Customer Segments

- High school and college students
- Hobbyists and DIY makers
- Teachers and school clubs
- Small business owners and entrepreneurs

### 3. Channels

- Easy 3D website
- Instagram, TikTok, and Discord (Discord used due to being a large site for hobbyists)
- School events, maker fairs, and pop-up tables
- Email and SMS for updates and promotions

#### 4. Customer Relationships

- Direct and personal support
- Custom design consultations
- Loyalty rewards and referral bonuses
- Follow-ups and progress updates on custom orders

#### 5. Revenue Streams

- Fixed-price product sales
- Custom design orders
- Bulk school orders or business bundles
- Rush fees or premium upgrades

#### 6. Key Activities

- 3D model review and slicing
- Printer calibration and maintenance
- Order packaging and shipping
- Social content creation and marketing
- Managing custom submissions

#### 7. Key Resources

- 3D printers and filament
- Website and hosting
- Design software
- Brand assets

#### 8. Key Partners

- Schools and clubs
- Local tech programs or accelerator orgs
- Print file repositories
- Shipping platforms

## 9. Cost Structure

- Filament and printing supplies
- Printer maintenance and replacement parts
- Packaging and shipping costs
- Web hosting and domain
- Marketing