[T3] THE BAND OF HAWKS

TOOLBOX

2023-03-02

THE TIME HAS COME,
FOR THE REASON OF THIS WORLD TO
CHANGE.

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▼POSITIONING

For students,

- Who require hardware projects or technical events,
- "Toolbox" is a hybrid hardware-rental platform,
- That allows easy, on-demand & cheap rental access to hardware with buying options for consumables & fasteners,
- Unlike other hardware rentals which are targetted at businesses,
- Our product focuses on university/college student clubs with a future expansion for high schools & tinkerer-hobbyists.

NOW

INTERVIEWS

Easy, on-demand & cheap rental access to hybrid hardware with buying options for consumables & fasteners

	Total	Type		
		Face	Phone	Video
Week 1	16	15		1
Week 2				
Week 3				
Week 4				
Week 5				
Week 6				
Week 7				
Week 8				

LIVE

LEAN CANVAS

Key Partners

- Local Vendors
- Universites
- Colleges
- Manufactuers
- Franchisees
- Repair Shops

Key Activities

- Logistics
- Marketting
- Maintainence

Key Resources

- Maintence Crew
- Customer Support

Value Propositions

- Equipment Rentals
- Easy, Cheap & Quick Access
- Mass-Rentals & Renewals
- Buying Consumables & Fasteners
- Guides
- Safety Equipment

Customer Relationships

- Self-Service & Automated
- Massive, regular customers
- Lock-in via Ease-of-Use

Channels

- Self-Service Terminals
- Online Website
- Student Testimonals

Customer Segments

- College/University Students
- Student Tinkerers & Hobbyists
- Student Technical Clubs

Cost Structures

- Economies of Scale
- Terminal Upkeep
- Website Upkeep
- Tools & Equipments

Revenue Streams

- Rentals via Multiple Tiers
- Retail Sales of Consumables & Fasteners
- Late Return Fines

SUMMARY ▼

Hypothesis	Test	Build	Measure	Learnings	Progress
Various branches of technical clubs focusing on different types of events/products/projects, but require similar tools and hardware, especially given the increasing number of interdisciplinary projects happening.	T1: Are the works conducted by the different clubs similar in terms of hardware required? T2: What do students/participant in events expect during these events? T3: Would easy access to the hardware(with respect to time and cost) improve the work the customers are involved in?	Identify the specific needs, with respect to the hardware required, by customers for their events. Conduct interviews	Responses from T1-T3 Identifying needs of target customers	Clubs are divided on hypothesis, but would find it useful in both ease of access & could make events more appealing. Students find this extremely useful, as many of them had trouble getting parts quickly and inexpensively for events and personal project. Also want expanded inventory Common concern was assuring quality of parts.	Mixed. Some aspects were validated, others were invalidated

DISCOVERY ▼

Problem: Various branches of technical clubs focusing on different types of events/products/projects, but require similar tools and hardware, especially given the increasing number of interdisciplinary projects happening.

Customer: Customers are worried about assuring quality of products, both with regard to who will take responsibility for damage in events and quality over time. However, they would grreatly appreciate having fast and easg access to the product.

Solution: Find methods to prolong part, quick and accurate analysis of parts.

Other Insights: Some customers want more consumables to be added. Market size still consists of studentd and student clubs.

Differently: We need to figure out the logistics and operations of our service.

We believe that our start-up idea is viable due to interest shown by both clubs and students. Our market size is still consistent and large.

▼NEXT STEPS

- Research on methods for quality assurance

- Research on the specific hardware to be made into
cost efficient kits

- Make a virtual pretotype for web/app and the base
model of the rental kit.