










The Business Model Canvas

Designed for: " Highlights" project

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<div>Key Partners</div> <div></div> <div><div>- Key partners: Shipping companies (delivery of the device bought online) FabLabs (material and support for self building the device)</div><div>- Key suppliers: Mechanical parts Electronical parts Wood material</div></div>	<div>Key Activities</div> <div></div> <div><div>Production and assembly Online support/community Online marketing/social media Online documentation/manual Online store Shipment Project development (optimisation)</div></div>	<div>Value Propositions</div> <div></div> <div><div>- Value New device to keep memories and record the growth of children</div><div>- Features Taking pictures Marking height Pictures online sharing</div></div>	<div>Customer Relationships</div> <div></div> <div><div>Online assistance and community Co-creation Social media presence</div></div>	<div>Customer Segments</div> <div></div> <div><div>Families Couples Grand parents</div></div>
<div>Key Resources</div> <div></div> <div><div>Creative Common Share Alike Copyright Online documentation Social media channels</div></div>	<div>Channels</div> <div></div> <div><div>Online platformOnline platform FabLabs collaboration Shipping partners Social media</div></div>			
<div>Cost Structure</div> <div></div> <div><div>Shipments Device productin Online platform Marketing</div></div>			<div>Revenue Streams</div> <div></div> <div><div>Assets sale (the complete device) from online shop</div></div>	



DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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