




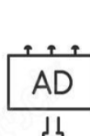












# Business Model Canvas

Designed for: FridgeMate Luxe

Designed by: FreshFusion Crew

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<div>Key Partners</div> <div>Technology providers for smart features &amp; components.</div> <div>Service &amp; repair companies' maintenance &amp; other services.</div> <div>Distribution partners for retail and online sales.</div> <div>Smart Home ecosystem partners for integration.</div> <div>Marketing agencies for advertising and promotion</div>	<div>Key Activities</div> <div>Continuous product development and innovation.</div> <div>Marketing and sales campaigns.</div> <div>Customer service and support.</div> <div>Supply chain and inventory management.</div>	<div>Value Propositions</div> <div>Enhanced food preservation through individual compartment temperature control</div> <div>Reduction in food wastage with expiration tracking and alert system.</div> <div>Energy efficiency with smart cooling technology.</div> <div>Improved user experience with intuitive inventory management and display.</div>	<div>Customer Relationships</div> <div>Personalized online support and customer service.</div> <div>Engaging social media presence for brand building and support.</div> <div>Warranty and post-purchase services to ensure customer satisfaction.</div>	<div>Customer Segments</div> <div><ul style="list-style-type: none"><li>Environmentally conscious households looking for energy-efficient appliances.</li><li>Tech-savvy consumers seeking smart home integration.</li><li>Busy families and individuals needing efficient food management solutions.</li><li>High-income households desiring premium kitchen appliances.</li></ul></div>
<div>Cost Structure</div> <div>R&amp;D for product development.</div> <div>Manufacturing and production costs.</div> <div>Marketing and sales expenses.</div> <div>Distribution and logistics expenses.</div> <div>Operational and administrative expenses.</div>	<div>Revenue Streams</div> <div>Sales of "FridgeMate Luxe" units.</div> <div>Extended warranties and service packages.</div> <div>Potential subscription services for premium inventory management features.</div> <div>Sales of just display modules for existing.</div>			