The Business Model Canvas EN

Designed for:

Adventure X 2019 South Tyrol

Designed by:

Team Stiland.com | Rosa-Maria Kufner 2017 - 2019

Date:

Version: 2

Key Partners

- Strategic Alliances: Designers and Producers
- Collabs: Influencers. Companies Hotels
- Universities which need up-todate market and technical progress knowledge

Key Activities



- Networking with renowned designers and user community
- Platform Management (Collecting Designs)
- Community
- Intellectual Property
- Marketing | PR
- Recommender Systems
- Consulting

Key Resources



- Community of Designers (CAD Data from Designer)
- Network of Artisans | Producers.
- Network of Clients
- Online Platform (IT)
- Intellectual Property contracts (Patent Attorney)

Value Propositions



- Design products from famous designers
- Long tail offering (Niche products)
- High quality personalisable 3D prints of furniture | objects
- Multiplication of competences outside of the core business like connecting huge companies with our products through limited editions = Brand Status
- IKEA effect
- Community

Customer Relationships



- Community building and management (designers, companies, customers)
- Share new designs, market researchItesting through co-creation
- Events

Customer Segments



Individuals | companies

Mavericks: Intellectuals Performers Digital Avant-Garde

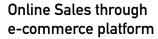
Age: 25 - 65

FD

Lifestyle: fresh and fancy e.g. desire individualized products | furniture, People with a high affinity to new technologies (digital and 3D-printing) and trends (fashion, food and living)

Channels

• Co-design



- Design (Basic model: Freemium)
- Auctions (Basic model: Freemium)
- (Advanced model: pay-per-use)
- Social Media Advertising

Direct on Fairs | Exhibitions

Cost Structure

- Human resources
- Community Building
- Costs of domain | website
- Marketing | PR
- Legal | Tax consulting

Revenue Streams

- Subscription model: "Basis" Freemium, "Advanced" Payper-use
- Advertising
- Contract payments for promoting companies and connecting them (Affiliation, e. g. Amazon)
- Knowledge: Fees (with universities etc.)



2

Key Partners



Strategische Kooperationen:

- Designer und Produzenten

Kollaborationen:

- Influencer
- Unternehmen
- Hotels
- Universitäten, die aktuelle Marktentwicklungen zum technischen Fortschritt für ihre Studienprogramme benötigen.

Key Activities



- Vernetzung mit renommierten Designern und Anwendern
- Plattformmanagement (Sammlung von Designs)
- Community
- Geistiges Eigentum
- Marketing | PR
- Empfehlungssysteme
- Beratung

Key Resources



- Designernetzwerk
- Handwerkernetzwerk
- Kundennetzwerk
- Online-Plattform (IT)
- Verträge zu geistigem Eigentum (Patentanwalt)

Value Propositions



- Produktdesigns von namhaften Designern
- Long Tail Angebot (Nischenprodukte)
- Hochwertige personalisierbare 3D-Drucke von Möbeln | Objekte
- Multiplikation von Kompetenzen außerhalb des Kerngeschäfts wie z.B. die Verbindung großer Unternehmen mit unseren Produkten durch limitierte Auflagen = Markenstatus
- IKEA-Effekt

Customer Relationships



- Netzwerkbildung und Management (Designer, Unternehmen. Kunden)
- Teilen neuer Designs, Marktforschung | Tests durch Co-Kreation
- Events

Customer Segments



Privatpersonen | Unternehmen

Querdenker: Intellektuelle Interpreten Digitale Avantgarde

Alter: 25 - 65

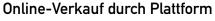
₩.

Lebensstil:

- modern bis ausgefallen z.B. Wunsch nach individualisierten Produkten | Möbeln,
- Kunden mit einer hohen Affinität für neue Technologien (Digital- und 3D-Druck) und Trends (Mode, Food und Living)

- Community

Channels



- Design

(Basismodell: Freemium)

- Auktionen

(Basismodell: Freemium)

- Co-Design
- ("Advanced" Modell: Pay-per-Use)
- Social Media Werbung
- Direkt auf Messen | Ausstellungen

Cost Structure

- Personal
- Netzwerkbildung
- Kosten der Domain | Website
- Marketing | PR
- Rechts- | Steuerberatung



Revenue Streams

- Abonnementmodell: "Basis" Freemium, "Advanced" Pay-per-use
- Werbung
- Vertragszahlungen für die Förderung von Unternehmen und ihre Vernetzung mit Designern und Produzenten (z. B. Amazon)
- Wissen: Honorare (mit Universitäten usw.)



Designed for: Adventure X 2019 Alto Adige Designed by:

Team Stiland.com | Rosa-Maria Kufner 2017 - 2019

Date:

Version: 2

The Business Model Canvas

Key Partners

- Alleanze strategiche: Designer e produttori
- Ciabatte: Influencers. Aziende Hotel
- Università che necessitano di conoscenze aggiornate sul mercato e sul progresso tecnico

Key Activities



- Collegamento in rete con designer e comunità di utenti rinomati
- Gestione della piattaforma (raccolta di disegni e modelli)
- Comunità
- Proprietà Intellettuale
- Marketing | PR
- Sistemi consigliati
- Consulenza

Key Resources



- Comunità di Disegnatori (Dati CAD del Designer)
- Rete di artigiani I Produttori,
- Rete di clienti
- Piattaforma online (IT)
- Contratti di proprietà intellettuale (Avvocato di brevetti)

Value Propositions



- Prodotti di design di famosi designer
- Offerta di coda lunga (Prodotti di nicchia)
- Stampe 3D di alta qualità personalizzabili di mobili I oggetti
- Moltiplicazione delle competenze al di fuori del core business come il collegamento di grandi aziende con i nostri prodotti attraverso edizioni limitate
- = Brand Status.
- Effetto IKEA
- Comunità

Customer Relationships



- Edificio della comunità e gestione (progettisti, aziende, clienti)
- Condividi nuovi design, ricerche di mercatoltesting through co-creation
- Eventi

Customer Segments



Persone fisiche | aziende

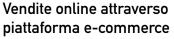
Mavericks: Intellettuali Artisti Avanguardia Digitale

Età: 25 - 65

F

Stile di vita: fresco e di fantasia ad es. desiderio di prodotti personalizzati | mobili, Persone con un'alta affinità con le nuove tecnologie (stampa digitale e 3D) e tendenze (moda, cibo e vita)

Channels



- Il design

(Modello base: Freemium)

- Aste

(Modello base: Freemium)

- Co-design

(Modello avanzato: pay-per-use)

- Pubblicità sui social media
- Direttamente sulle fiere | Mostre

Cost Structure

- Risorse umane
- Edificio per la comunità
- Costi del dominio I sito web
- Marketing | PR
- Consulenza legale | Consulenza fiscale



Revenue Streams

- Modello di abbonamento: "Basis" Freemium. "Advanced" -Pay-per-use
- Pubblicità
- Pagamenti contrattuali per la promozione delle imprese e collegarli (Affiliazione, ad es. Amazon)
- Conoscenza: Onorari (con università, ecc.)

