

## 1 | **customer segments**

1.1 | **travelers**

1.2 | **hikers**

1.3 | **environmentally conscious people**

## 2 | **value props**

2.1 | **don't feel bad about throwing away plastic**

2.2 | **disposable in the wilderness**

## 3 | **customer relationships**

3.1 | **hip/eco image**

3.2 | **stories of how this saves people and the environment**

## 4 | **channels**

4.1 | **website**

4.2 | **stores / retailers**

4.3 | **social media**

4.4 | **packager partnerships**

4.4.1 | **selling first aid kits**

4.4.2 | **adventure / scout / guide companies**

## 5 | **key activities**

5.1 | **developing materials**

5.2 | **producing products**

5.2.1 | **supply chain management**

5.3 | **partnerships**

## 6 | **key resources**

6.1 | **labs**

6.2 | **factories**

7 | **key partners**

7.1 | **retailers**

7.2 | **sponsored groups**

8 | **revenue streams**

8.1 | **sales**

9 | **cost structure**

9.1 | **mostly factories**

10 | **products**

10.1 | **ponchos**

10.2 | **bandaids**

10.3 | **is it possible to make it both temporarily waterproof and biodegradable**