

OSShop Business plan

PROBLEM 01	SOLUTION 05
<ul style="list-style-type: none"> Tech enthusiasts, engineers, educators, and makers often struggle to find a reliable source for hackable and open-source hardware/software that is both proven and well-documented. Existing marketplaces are often cluttered with unvetted products, lacking tutorials or community connection. 	<ul style="list-style-type: none"> OSShop curates a collection of open-source hardware and software products such as Arduino boards, Raspberry Pi accessories, Pine64 devices, and more—each selected based on community trust and proven performance (e.g., Kickstarter success). We provide links to reliable documentation and tutorials to help users get started fast and stay engaged with ongoing development.
UNIQUE VALUE PROPOSITION 02	KEY METRICS 06
<ul style="list-style-type: none"> OSShop isn't just another component store. It's a hub for open-source hardware enthusiasts—a place where customers return not just to buy, but to stay connected to developments in the space. Every listed product is verified, documented, and presented in a way that encourages learning and tinkering. 	<ul style="list-style-type: none"> Product sales volume Click-through rate (CTR) to documentation/tutorials Returning customer rate Affiliate revenue per visitor
CUSTOMER SEGMENTS 03	UNFAIR ADVANTAGE 07
<ul style="list-style-type: none"> Hobbyists and makers Engineers and developers Educational institutions (teachers, students) Hackerspaces and maker communities Early adopters of open-source phones and emerging tech 	<ul style="list-style-type: none"> Our technically-inclined team has deep domain expertise and stays actively engaged in the open-source ecosystem. We test products in-house, ensuring only worthwhile items make it onto OSShop. This internal vetting and commitment to quality set us apart from generic marketplaces.
	<p>CHANNELS</p> <ul style="list-style-type: none"> List the ways you plan to reach your audience. Physical store Social media
COST STRUCTURE 04	REVENUE STREAMS 08
<ul style="list-style-type: none"> Research and testing of new hardware Updating product documentation and UI/UX Light customer support Web hosting and platform maintenance 	<ul style="list-style-type: none"> Direct product sales Affiliate commissions from partner platforms Paid placement opportunities for makers or vendors with standout products