
Business Model Canvas

— JETPACK —

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The Business Model Canvas

Designed for:










JETPACK

Designed by:

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Version: 1

<p>Key Partners </p> <ul style="list-style-type: none"> • Raw material producer • Component manufacturer • National Civil Aviation Ministry • Rental Transport Agencies • Delivery Agencies • National Military • Partnership for accessories 	<p>Key Activities </p> <ul style="list-style-type: none"> • Channel management • R & D Activities • Production • Maintaining monopoly • Governmental relations for airspace • Sales and service <p>Key Resources </p> <ul style="list-style-type: none"> • Raw materials • Machines • Training facility • Research personnel • Patent & Copyrights • Partnership 	<p>Value Propositions </p> <ul style="list-style-type: none"> • Brand new transport • Extremely fast • Very Secure • No accident or delay due to traffic • High fuel efficiency • Pollution less fuel • Supportive AI • Advanced training facility and guidance • Represents superior status • Adventurous feel • Value for money 	<p>Customer Relationships </p> <ul style="list-style-type: none"> • Regular maintenance discount • Regular feedbacks • Long warranty • Validated upgrades • A Jetpack Community <p>Channels </p> <ul style="list-style-type: none"> • Awareness through social media • Purchase at nearby center • After sales dedicated customer service 	<p>Customer Segments </p> <p>By profession</p> <ul style="list-style-type: none"> • Military • Police • Emergency response personnel • Enterprise owners • Delivery oriented companies • Rental transport agencies <p>By age</p> <ul style="list-style-type: none"> • People of age 18 - 40 <p>By income</p> <ul style="list-style-type: none"> • High income groups
<p>Cost Structure </p> <ul style="list-style-type: none"> • Raw material Cost • Cost of components • Assembly line cost • Land Cost • Employee cost • R & D Cost • Training Facility maintenance • License for airspace 			<p>Revenue Streams </p> <ul style="list-style-type: none"> • Sales of equipment • Sales of accessories • Training facility charges • Sales of fuel • Maintenance Fee • Jetpack License 	

Value Proposition

- **Brand new transport** - The first ever customised private avian transport for civilians.
- **Extremely fast** - A fast mode of transport, able to ignore land obstacles.
- **Very Secure** - Has undergone rigorous inspections to ensure safety of passenger.
- **No accident or delay due to traffic** - No disadvantages arising from heavy traffic
- **High fuel efficiency** - High value for fuel, able to last long
- **Pollution less fuel** - The combustion of the fuel is pollution less
- **Supportive AI** - Attached auxiliary AI support system to provide smooth and safe journey.
- **Advanced training facility and guidance** - To make users familiar with Jetpack, training facilities and trained professionals are available to guide them.
- **Represents superior status** - Owning a Jetpack is not for anyone.
- **Adventurous feel** - The dream of humans flying, an adventure one embarks on.
- **Value for money** - Aim at customer's satisfaction at cost effectiveness.