# Business Model Canvas — JETPACK —

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#### **Key Partners**

- P
- Raw material producerComponent
- National Civil Aviation Ministry
- Rental Transport Agencies

manufacturer

- Delivery Agencies
- National Military
- Partnership for accessories

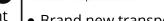
#### **Key Activities**

- Channel management
- R & D Activities
- Production
- Maintaining monopoly
- Governmental relations for airspace
- Sales and service

#### Key Resources

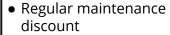
- Raw materials
- Machines
- Training facility
- Research personnel
- Patent & Copyrights
- Partnership

#### Value Propositions



- Brand new transport
- Extremely fast
- Very Secure
- No accident or delay due to traffic
- High fuel efficiency
- Pollution less fuel
- Supportive Al
- Advanced training facility and guidance
- Represents superior status
- Adventurous feel
- Value for money

#### Customer Relationships



- Regular feedbacks
- Long warranty
- Validated upgrades
- A Jetpack Community

#### Channels

- Awareness through social media
- Purchase at nearby center
- After sales dedicated customer service

#### **Customer Segments**



- by professi
- Military
- Police
- Emergency response personnel
- Enterprise owners
- Delivery oriented companies
- Rental transport agencies

#### By age

• People of age 18 - 40

### By income

• High income groups

#### Cost Structure

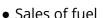
- Raw material Cost
- Cost of components
- Assembly line cost
- Land Cost

- Employee cost
- R & D Cost
- Training Facility maintenance
- License for airspace



#### Revenue Streams

- Sales of equipment
- Sales of accessories
- Training facility charges



- 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.