

Business Model Canvas

Designed for:	Designed by:	Date:	Version:
Business Partners	Valentina Kiel	10.10.2024	1.0

Key Partners

Our key partners are schools, institutes and elderly homes. Currently Elegoo is our key supplier. We acquire our single board computers as well as the fitting modules and 3D printing filaments, for our robot parts, from Elegoo. Our partners take our research and provide it to IT specialists to either do tests and more research on the improvement, or they supply and help the enduser with our product.

MOTIVATIONS FOR PARTNERSHIPS: Optimization of living conditions in general, but even more importantly for elder customers. Reduction of risk and uncertainty while using our product. Ease of activities to ourselves and customers.

Key Activities

Our activities include brainstorming, prototyping, coding and marketing. Our distribution channels are our own company as well as salesman who acquire more customers via presentations. We deeply care about our customers and want everyone to live with more ease. Our main revenue streams are state loans and angel investors.

CATEGORIES: Production, Problem Solving, Ease of living.

Key Resources

We turn to technical solutions to build our Robots and circuits. Our Products are distributed by our vendors. We always keep on the look out for new vendors, as well as, investors to further our recources. Our Brand is protected by copyright laws. Reproduction of our patented products is prohibited.

TYPES OF RESOURCES: Physical, Intellectual (brand patents, copyrights, data), Human, Financial

Value Propositions

We're consintently working to provide our customers with tools that further an undisturbed good nights sleep, as well as convinience by daytime. We're trying our best to keep our Customers happy, entertained and engaging in their communitys. Our Product also helps people with mobility issues, or several types of pain. We offer home improvement bundles which end up cheaper, than to buy every product by itself.

CHARACTERISTICS: Entertainment, Customization, Ease of Use, Design, Price, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability

Customer Relationships

Our customers want a product, that is easily understood by elders as well as children. We try to cut costs to be more affordable, and reach customers across social borders. Our customers value the improvement of their lifestyles and are happy to alyways have someone around, that helps them in critical situations. We want to further our customerbond with future improvements to our products. The costs depend on the distance, as we visit our partners frequently to check on possible new customers.

Channels

We're advertising mainly through direct visits of our key partners. Through we've got a future marketing plan, including all kinds of channels. We plan to set a stance into the media and use humor and uplifting ads to cater to our new found customer base. We've hired market analysts and marketing specialists to ensure cost-efficiency. After our campaign, the word will carry on through word of mouth by our satisfied customers.

Customer Segments

We want to ensure lifestyle improvements for everyone using our product.

Care takers shall be able to have an uninterrupted break to later be more focused on their work. The elderly gain back their self sufficiency. Kids are entertained by our robots.

Currently we're still entertaining a low profile to improve our products and reach the mass market later, when the time has come.

Cost Structure

Revenue Streams

Our most expensive resources are the physical ones, followed by our intellectual work and it's protection. The assembly of parts would be most expensive.

IS YOUR BUSINESS MORE: We are mostly Cost Driven, to provide a more affordable product to the enduser. A luxury version might establish later, if customers or the market demands so.

SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs (subscription fees, rental fees),

We are a small business, looking for options to expand soon.

The customers are willing to pay a lot for a little bit of comfort. Currently they're paying for our product alone, since the research departement is mostly state financed. They can choose to pay in cash to our vendors, or in case of delivery via card or paypal. We've got in mind, that our customers are mainly elderly people, so we're trying to allow cash payments more frequently.

Our revenue currently consists of 20% state contributions, 25% general investors, 15% angel investors, 20% sales revenue and is 30% privately ownded. Each contributes to our operation running. Our research is mainly state backed. Our software comes preinstalled, upgrades might differ in value. Bug fixes as well as security standards are provided by us. Extended warranty is optional and can be purchased seperatly. Upcoming models might be able to be rented out or shared for an extra fee

Our prices might change, depending on revenue streams and or special customisations.

TYPES: Asset sale, Usage fee, Subscription Fees, Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising

FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent

DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market

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