

# Business Model Canvas

Designed for:

TheIA

Designed by:

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## Key Partners

- Authorized resellers
- Logistics company
- Government agencies
- Visually impaired people foundations
- Certifying agencies
- Suppliers (electronics, optics)
- Cloud computing service
- Radio and web-based media companies for advertisement purposes.

## Key Resources

- Strategic patents and certifications as pivotal intellectual resources for the startup
- Limited amount of physical assets (manufacturing facilities, offices)
- Diversified but limited human and financial resources

## Key Activities

- Production of AI and IoT based devices for visually impaired people assistance
- Development and maintenance of a webstore for the sale of our products and for customer support
- Negotiation with the government and patient organizations for co-financing solutions and optimal product placement
- Constant follow ups of certification processes for quality and legal compliance of our products
- Continuous interaction with customers for feedback collection aimed to a better product development and to the improvement of brand awareness

## Value Propositions

- Visually impaired people constantly helped in the recognition of objects in everyday activities
- Very original, AI based pair of glasses with captivating design
- Practical, very accessible and minimal device interface to help every visually impaired customer, regardless of her/his IT knowledge
- Variety of product specifications with respect to the characteristics of the eye disease affecting the user
- Different services depending on user's hardware capabilities
- Possible convenient prices for the end customer through expected co-financing options granted by government agencies
- Valuable agreements with sales partners to maximize the outreach of our products

## Channels

- Radio broadcast as the most economical advertisement solution
- Web streaming and social media platforms advertisement as the most effective solutions
- Informative website for product and company details
- Sponsorships of visually impaired people organizations' events
- Distribution through our webstore and partner stores

## Customer Segments

Segmented market divided in:

- B2C segment
  - Visually impaired people with minimal IT knowledge
  - Professionals dedicated to the assistance of blind people
- B2B segment
  - Independent opticians' shops and pharmacies
  - Franchises selling glasses for the mass market

## Customer Relationships

- Email, telephone and social media personal assistance
- User community as both an assistance service and a way to engage with customers
- Web surveys for feedback about customer and partner seller satisfaction

## Cost Structure

- Important fixed costs (contracts with key partners, salaries)
- Less relevant variable costs (market availability of product components, financial activity)
- Highest expenses in supply contracts and advertisement solutions
- Focus on high quality implies great expenses for design, production and commercialization of our devices

## Revenue Streams

- Periodical revenues from authorized dealer agreements made with partner stores and from cloud services subscriptions required to use the products on middle to low tier user hardware
- Non constant volume of revenues from individual customers web purchases (minor income stream)
- Feature dependent pricing method: optional addons and customizations increase the total price