










# The Business Model Canvas

Designed for: Chalk roller

Designed by: Alex Bartella - 4B03

Date:

Version:

<b>Key Partners</b>  <ul style="list-style-type: none"><li>- Prusa, Bambu, and other 3D printer manufacturers</li><li>- Mass 3D print manufacturing providers</li><li>- Rock Climbing gyms</li><li>- Goodlife fitness and other gyms</li><li>- Outdoor gear retailers i.e. Moutain Equipment Company</li><li>- Filament suppliers</li><li>- Chalk company partnerships</li><li>- Sell combination packs</li></ul>	<b>Key Activities</b>  <ul style="list-style-type: none"><li>- marketing</li><li>- product development/design</li><li>- testing</li><li>- establishing partnerships</li><li>- fulfillment/distribution</li><li>-</li></ul>	<b>Value Propositions</b>  <ul style="list-style-type: none"><li>- Convenient solid chalk applicator</li><li>- very effective for belay/lead climbing</li><li>- cheap and durable</li><li>- more ergonomic and easy to use</li></ul>	<b>Customer Relationships</b>  <ul style="list-style-type: none"><li>- promotions/community events</li><li>- customer support</li><li>-</li></ul>	<b>Customer Segments</b>  <ul style="list-style-type: none"><li>- Rock climbers</li><li>- gym-goers</li><li>- climbing instructors</li><li>- summer camps</li><li>-</li></ul>
<b>Key Resources</b>  <ul style="list-style-type: none"><li>- CAD</li><li>- patents</li><li>- support staff</li><li>-</li></ul>	<b>Channels</b>  <ul style="list-style-type: none"><li>- e-commerce (amazon)</li><li>- MEC/outdoor gear shops</li><li>- promotional events/pop-ups</li><li>- climbing gyms</li></ul>			
<b>Cost Structure</b>  <ul style="list-style-type: none"><li>- manufacturing (3d print/inj mould)</li><li>- marketing/advertising<ul style="list-style-type: none"><li>- influencer marketing</li><li>- community outreach events/samples</li></ul></li><li>- fulfillment/shipping/ amazon costs</li><li>- website</li><li>- testing, prototyping, development</li></ul>			<b>Revenue Streams</b>  <ul style="list-style-type: none"><li>- product sales</li><li>- bulk orders</li><li>- branded/novelty orders</li></ul>	



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DESIGNED BY: Strategyzer AG

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