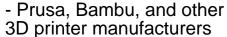
Key Partners



- Mass 3D print manufacturing providers

- Rock Climbing gyms

- Goodlife fitness and other

- Outdoor gear retailers i.e. Moutain Equipment Company

- Filament suppliers

- Chalk company partnerships

- Sell combination packs

Key Activities



- product development/design

- testing

- establishing partnerships

- fulfillment/distribution

Value Propositions

- cheap and durable

applicator

climbing

use

- Convenient solid chalk

- very effective for belay/lead

- more ergonomic and easy to



Customer Relationships

- promotions/community events

- customer support

Customer Segments

- Rock climbers

- gym-goers

- climbing instructors

- summer camps

Key Resources

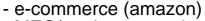


- CAD
- patents
- support staff





- MEC/outdoor gear shops
- promotional events/pop-ups



- climbing gyms

Cost Structure

- manufacturing (3d print/inj mould)

- marketing/advertising
- influencer marketing
- community outreach events/samples
- fulfillment/shipping/ amazon costs
- website
- testing, prototyping, development

Revenue Streams

- product sales
- bulk orders
- branded/novelty orders

















The makers of Business Model Generation and Strategyzer