

CHAIR DESIGN CHALLENGE

INCLUDEAT

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OUR BUSINESS

WE MAKE

Sustainable & affordable seating for all

WHILE MAXIMIZING SOCIAL IMPACT

Local artists earn royalties for chair designs

Local makers earn for building chairs

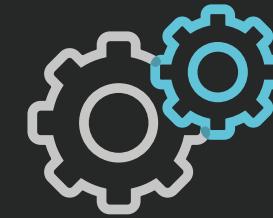
Extreme users pay less for purpose-built furniture

Raw materials sourced from recycling centres

THROUGH A LEAN & SCALABLE MODEL

Minimizing overhead costs while maximizing value creation

BUSINESS MODEL DETAILS



KEY PARTNERS

Local Makers, CNC-shops : fabrication

Local Artists: furniture design and engagement

Local recycling centres: raw materials



KEY ACTIVITIES

Software & Website development

- Chair specification based on user requirements

Marketing

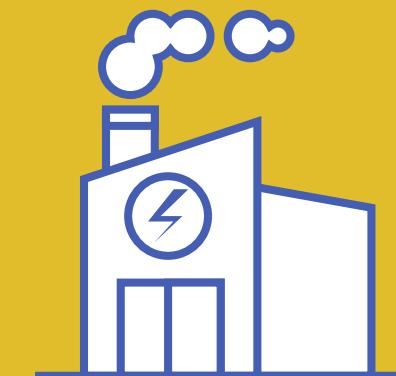
Relationship management

- Customers & Partners



KEY RESOURCES

- Software developers
- Marketers & Media producers
- Relationship managers



VALUE PROPOSITION

Excellent chairs at lower costs with positive social and environmental impacts with every purchase



BUSINESS MODEL DETAILS

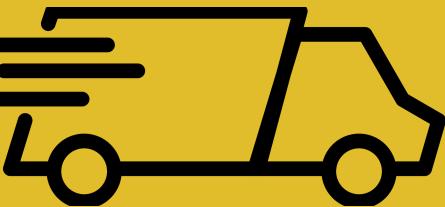
CUSTOMER RELATIONSHIP

Mostly distant through online channels



CHANNELS

Online: forums, social media groups, influencers, direct email



CUSTOMER SEGMENTS

Customers with extreme height, weight, and width requirements who require special furniture



COST STRUCTURE

Website hosting
Payroll (virtual: software development, marketing, relationship management)
Chair production subsidy
Artist royalties, shipping costs



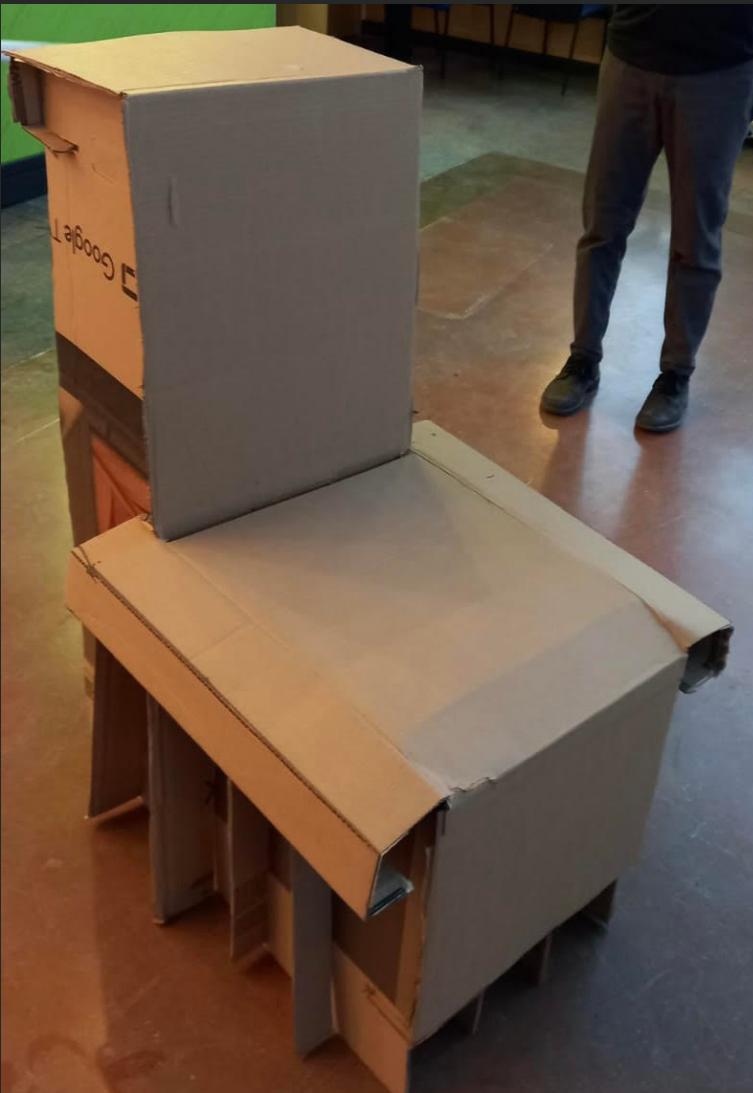
REVENUE STREAMS

Chair sales, direct-to-consumer



CHAIR DESIGN

PHYSICAL DESIGN OF OUR MODEL



Front View



Side View



Rear View



MARKET ENTRY PLAN

HOW TO GET THE BALL ROLLING

- STARTING IN KAMLOOPS FOR QUICK VALIDATION
- EXPANDING ORGANICALLY TO KELOWNA
- LATER EXPANDING MORE RAPIDLY THROUGH
SOCIAL MEDIA CAMPAIGNS

LEARNING EXPERIENCES

FROM PLANNING TO IMPLEMENTATION

CHAIR DESIGN

- Takes time, many iterations
- Users at the centre at every step
- Logistical issues-Scheduling, Room availability
- Can be dangerous, requires focus
- Starting with a smaller scale really helped solve key challenges early

BUSINESS MODEL DESIGN

- Importance of focus
- Canvas tool was super useful
- We created a digital version to enable remote collaboration
- Also required several iterations

MARKET ENTRY PLAN

Effectual reasoning:

- Starting locally in Kamloops to use our existing network
 - Students as customers
 - Arts students as artists
 - Makerspace as production
 - WoM as marketing
- If successful, generates new resources in the network
 - Organic expansion as network grows (e.g., UBCO)

THANK YOU!

QUESTIONS, COMMENTS, CONCERNS?