**Business Model Canvas Elements**

**Value Propositions**

We offer a completely customizable chair so that extreme users can access furniture that fits their specific needs based on weight, height, and width requirements. Users can choose from a wide array of sustainable materials so that their custom-built chair can also fit their budget and style preference. We also partner with local fabricators / makers to build out the chair design and ship it to the customer, so that the customer may contribute to the community by purchasing the chair. A money back guarantee is provided, so that the user may receive a full refund in the case of dissatisfaction.

**Customer Segments**

Big, tall, and short people who are interested in lower cost alternatives to adequate chairs. As a secondary focus, the general population might be interested in sturdy, sustainable furniture

**Customer Relationships**

Our customer relationships are mainly established through low-cost online channels. Customers enter height and weight requirements on our website, and we generate the chair design to their specifications and display it on the screen. The user can adjust it as needed and purchase it when they are satisfied. We handle the production behind the scenes, and the customer receives the chair with assembly instructions. We send an email to the customer a few days after they have received the chair to see if everything went according to plan. Once the lifetime of the chair is coming to an end we email the customer with a discount code for them to purchase a new one if they would like.

**Channels**

To be closer to our users, we will use forums and social media marketing directed at people who are a part of our extreme user groups. We will also partner with influencers within extreme user communities to spread the word about our business. We don’t target the general population directly, but this segment might hear of our product through word of mouth. To maintain customer relationships we will use email due to its low cost and ease of automation.

**Key Partners**

We partner with makers across Canada for the fabrication and shipping of orders. We partner with artists to create a large selection of chair designs and to bring additional interest to our business from artist fans. We also partner with local recycling centres for sourcing materials, which ensures local and sustainable impact.

**Key Activities**

Our business is built on software, so our key activities include the development of our website and of our automated chair grid calculation software. Additionally, we internally manage our marketing campaigns and related media production. Finally we manage relationships with our customers and key partners.

**Key Resources**

We need staff to develop the required software for running our business, to run marketing campaigns and produce related media, and to manage relationships with our customers and partners.

**Cost / Revenue Streams**

Our fixed costs encompass staffing, marketing, office supply stipends, and website hosting. Our variable costs include artist royalties, shipping, and maker subsidies. Our revenue comes exclusively from direct-to-consumer chair sales.

**Market Entry Plan**

Before our wide-reaching marketing strategies can be effective, we must establish an initial set of customers and partners that are within arms reach and can help us validate and adjust our model on a smaller scale. To do so, we will start with using students as our initial customers as they are plentiful in Kamloops and inexpensive to reach via word-of-mouth and would be easy to advertise too. We can then partner with TRU Art students to generate a few different chair designs, which helps the students get their name out into the broader population. We will also partner with the local Maker Centre to test our production capacity for these students.

Our initial website can be developed inexpensively as a MVP and hosted in an elastic platform such as AWS for inexpensive scaling. Once these partners provide feedback to our product and model, we can expand our network and establish a similar operation in Kelowna utilizing UBCO and OC students for the same purposes, and continue expanding gradually utilizing the same strategy. Once our scale permits, we implement our social media marketing strategies and will hopefully begin expanding more rapidly.