**Intro**

*Cover slide - Stefano*

Our team members are Amlan, Esther, Helen, Pooja and Stefano. Thank you for being here today.

*Our business slide - Stefano*

Our product is sustainable and affordable seating for all, with a key focus on users who currently have a hard time finding chairs. We wanted to accomplish this while maximizing the positive social impacts in the supply chain of our chairs - where local artists earn royalties on the sales of their chair designs, local makers earn for building chairs, extreme users pay less for purpose-built furniture, and raw materials are sustainably sourced from recycling centres.

*Business model details slide (1) - Amlan*

To distribute this value, our key activities include developing the software to adapt our designs to user requirements, developing our online store website, marketing our products, and managing the relationships with our customers and partners - our key resources being the people behind such activities. Our partners include local makers and shops with machines capable of cutting out chair pieces, local artists for furniture design, and local recycling centres for material sourcing.

*Business model details slide (2) - Pooja*

As an online business, our customer relationships are maintained at a distance and carried out through online channels. Our revenue streams are direct sales to our key customer segment: people at the extreme ends of the height, weight, and width spectrum. Our fixed cost structure consists of website hosting and payroll for our virtual workforce (marketers, software developers, and relationship managers). Our variable costs include subsidizing makers for the production of the chair, paying artist royalties on the sale of their chair designs, and the cost of shipping from the maker to the customer.

*Chair design slide - Helen*

By focusing on sustainable and affordable seating for all, we came up with this chair design (show picture of chair). We designed our chair in a grid pattern formation. We choose to go this route as we believe it will be easy enough to convert the chair to match the customers height, weight and width, without having to redesign a new chair for a multitude of people.

*(Show Bruce testing video) - Helen*

*Market entry plan - Esther*

Our market entry plan is going to start with targeting students at TRU and using the TRU arts students to come up with the first design of the chair. We believe by word of mouth and targeted marketing within TRU we will be able to establish an initial customer base. We will then use the help of the Makers Space to help build our initial chairs.

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.

*Learning experiences slide - Esther*

We learned that the process to make a chair is time consuming. We all thought it would take about an afternoon to complete the chair when in reality it took 6+ hours of 3-5 of us working at the same time just to complete the chair. The initial prototype also took longer than expected, but was really instrumental in how we designed our final product and helped solve key elements early on that would have been more of a challenge if we didn’t have the prototype.

In the business model design, we learned the importance of focus. Our original plan was to focus on the maker community exclusively to build our chair and get it out to the customer. Through the Synectics exercise that we did in class we realized we could expand our business model to look at third world countries to provide work for the people that need it, and to help build skills among people that would otherwise not have this opportunity. Although this is an idea we all like, we felt we had to step back and focus locally during the first stages of our market entry - and later use the resource network we built here to expand our social impact to other countries.

One tool that we found extremely helpful when it came to the business model was the canvas. We created a digital version so that we could collaborate remotely when working on it. It also allowed us the freedom to go back and make edits easily as we adjusted our business model over time.

And finally, we really put effectual reasoning to use when we decided to leverage the resources we have at our disposal to achieve an initial market entry with our model. In doing so, we gradually expand the network - which we can then leverage to scale our model!