

# Business Model Canvas

Designed for:

Smart Pocket Watch

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1.1

## Key Partners

Service Provider: The Smart Pocket Watch will absolutely require a partnered service provider to provide connectivity

Flagship Apps: Partnerships with companies like Spotify so customers can use familiar apps

Manufacturing and Assembly: At scale, the company will need to have a partner to assemble the product to optimize for economy of scale

Hardware and Components: The physical case of the device will require a partnered manufacturer

Brand partners: A strong source of advertising could be 'Digital Nomads' and other 'Minimalism Influencers'

## Key Activities

Research and Development

Business to business collaboration for flagship apps

Market Research and Targeted Advertising

Manufacturing and distribution

Sales and Customer Service

## Key Resources

Employees: Expanding as necessary

Physical: Computer, electronics tinkering equipment and components, 3D Printer

Software: Android emulation, CAD and 3D modelling, electronics and schematics design

## Value Propositions

Smart Pocket Watch offers a smartphone experience with fewer distractions and gives the user more control

The device has all the standard functionality of a smartphone: voice and text, maps, music, browser, wifi hotspot, etc

It's physically smaller than a traditional smartphone, and the circular shape makes it fit better in smaller pockets

It has a traditional and classical design that has instant brand recognition while being a new and interesting technology

It will have a closed-source and high quality app store with no social media apps

## Customer Relationships

Self-Service + scaling towards tiered automated and personal assistance

Customers will have the same relationship they have to a phone manufacturer like Samsung, not Apple

## Channels

Marketing through diverse traditional advertising, brand partners, trade and tech shows,

Website for information and direct to consumer sales

Kickstarter to gain initial reach

Word of mouth

## Customer Segments

Niche Mass Market:

Tech literate and frustrated at the level of technology-integration in their lives

Curious and creative consumers willing to try a unique product

Folks who are already unaddicted to Social Media or looking to cut down

People with small pockets

Parents looking to mitigate their child's use of social media on their phone

Lightweight travellers

## Cost Structure

Development costs: Rent, Internet, laptop, software, material/componentry costs.

Prototype Product costs (With prices from AliExpress, June 2025):

- Waveshare ESP32-S3 2.1 inch Round Display + Development Board (\$55)
- SIM7600E LTE Module (\$35)
- 1500mAh LiPo battery + TP4056 Charger (\$15)
- Buttons, Microphone, Speaker (\$10)
- 3D printed case (\$10)
- Total: \$125

## Revenue Streams

Fixed, Transaction-Based Revenue

The Smart Pocket Watch focuses on the customer base that is likely currently using a smartphone that they've purchased or rented to own

As a comparison to the Fairphone, which has a similar ethos to Smart Pocket Watch, they are charging roughly \$1000 CAD for their product (<https://shop.fairphone.com/>)

An initial price of \$600 would cover rough costs plus markup