

## Team #7: MOD (TEAM)

### Key Partners

- Furniture manufacturers
- Furniture designers
- Furniture fabricators
- Shipping services
- Furniture engineers

### Key Activities

- Furniture designing
- Furniture fabrication
- Furniture manufacturing
- Marketing

### Key Resources

- Skilled staff
- Intellectual resources: brand patenting

### Value proposition

For college students

- Low cost
- Convenient transportation
- More space in typically shared spaces
- Easily integratable design

### Customer relationships

- Ease of use
- Product satisfaction

### Channels

- Social media channels
- Word of mouth
- Local campaigns
- Media/website
- apps/app store
- Advertisements
- Physical stores

### Customer segments

- University students
- Families
- Adults
- Parents

### Cost structure

Operational

- Manufacturing: \$1.6b
- Fabricating: \$.5b
- Property & equipment: \$1.4b

### Revenues

- Product purchases
- Seed investors + local fundraising
- Product purchase: \$2.8b