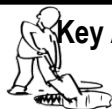




Key Partners

- Key partners: Suppliers of high-quality materials, transportation, and logistics companies, skilled labor and fabrication subcontractors, and marketing and sales agencies.
- Key resources acquired from partners: High-quality materials, transportation and logistics services, fabrication expertise and labor, and marketing and sales support.
- Key activities partners perform: fabricating and installing temporary structures, transportation and logistics support, marketing, and sales.



Key Activities

- Key activities: Design, engineering, fabrication, and installation of temporary structures, as well as maintenance and repair services.
- Distribution channels: Direct sales, website and online presence, social media, referrals, events, and trade shows.

Key Resources



- BuildAir relies heavily on building strong customer relationships to maintain repeat business and positive referrals.
- Revenue streams: BuildAir generates revenue from selling and maintaining temporary structures.
- Key resources: Skilled design and engineering personnel, high-quality fabrication equipment and materials, reliable transportation and logistics systems, and effective marketing and sales strategies.



Value Propositions

- Value delivered: High-quality, customizable temporary structures for various events, quick turnaround times, and reliable delivery.
- Problems solved: Customers need temporary structures for events, which can be expensive and time-consuming to build from scratch.
- Bundles of products and services: Customized design, engineering, fabrication, and installation of temporary structures, along with maintenance and repair services.
- Customer needs to be satisfied: High-quality, customizable structures that meet their specific event requirements, with reliable and quick service.



Customer Relationships

- They create value for event organizers and managers, airlines, and governments.
- Most important customers: Large event organizers and managers, government agencies, and airlines requiring temporary events and operations structures.

Channels



- Channels used: Direct sales, website and online presence, social media, referrals, events, and trade shows.
- Integration: Channels are integrated with the rest of the model through targeted marketing and communication to reach and engage with the right customer segments.



Customer Segments

- The main customer segments are event organizers, managers, airlines, and governments.
- Customers require high-quality, customizable temporary structures for various events.
- Customers are cost-sensitive but value quality and reliability.
- Integration with the rest of the model: Customers are the business's primary revenue source, and key activities and resources are centered around meeting their needs.

Cost Structure



- The most important costs include skilled labor, high-quality materials, transportation and logistics, and marketing and sales efforts.
- Key resources such as skilled labor and high-quality materials are the most expensive.
- Key activities such as fabrication and installation can also be expensive due to the complexity of the structures and the need for specialized expertise.

Revenue Streams



- Customers are willing to pay for high-quality, reliable temporary structures that meet their specific event needs.
- Revenue streams come from the sale and maintenance of temporary structures, with additional potential for revenue from expanded services such as event planning and logistics support.
- Each revenue stream contributes to overall revenues depending on the size and complexity of the project.

Business Model Canvas

