Business Model Canvas

Key Partners



Motivations for Partnerships at Artify

1.Optimization and Economy:

Collaborating with vendors to expand product offerings and reduce logistics costs.

2. Reduction of Risk and **Uncertainty:**

1. Partnering with trusted vendors for quality assurance and market research to minimize investment risks.

3.Acquisition of Resources:

Working with tech providers for website enhancements and marketing collaborations to boost visibility.

Key Activities



•Kev Activities Required:Production:

Curating unique handmade products and ensuring quality control.

- •Problem Solving: Offering personalized consultations and recommendations for collectors and shoppers.
- •Platform/Network: Maintaining and enhancing the online marketplace for smooth user experience.

Key Resources



- •Key Resources Required:
 - ·Physical: Inventory of
 - handmade products and a userfriendly website.
 - ·Intellectual: Brand reputation, copyrights for product designs, and customer data for personalization.
 - ·Human: Skilled team for customer service, curation, and vendor support.
 - •Financial: Investment in marketing and technology to enhance the shopping experience.

Value Propositions



Value Delivery for Artify 1.Value Delivered:

Unique, high-quality handmade products that enhance personal style and home aesthetics.

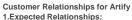
2.Customer Problems Solved:

Difficulty finding oneof-a-kind items that reflect personal taste and support independent artists.

Product and Service Bundles:

- •Art Collectors: Exclusive art pieces with personalized curation.
- •Gift Shoppers: Curated gift guides with customizable options.
- •Home Decor Enthusiasts: Themed collections and design inspiration.
- •Jewelry Buyers: Customizable jewelry options with quality assurance.
- •Vendors: Support and resources for selling their crafts effectively.

Customer Relationships



- Collectors: Personalization. 1.
 - 2. Gift Shoppers: Convenience.
 - Home Decor: Inspiration.
 - Jewelry Buyers: Quality assurance.
 - Vendors: Supportive partnerships.

2.Established Relationships:

Personalized services, userfriendly features, and curated content.

3.Integration:

Boosts loyalty, satisfaction, and product diversity.

Channels



Through our user-friendly website Artify

Customer Segments

Artify is creating value for:

Date:

- •Art enthusiasts: Individuals who appreciate and collect handmade art
- •Jewellery lovers: People seeking unique and handcrafted jewellery
- •Home décor aficionados: Those looking to add personalized and artisanal elements to their living spaces.
- Artisans and vendors: Individuals who create handmade products and want a platform to showcase and sell their work

Artify's most important customers are likely:

- •High-end customers: Individuals who are willing to pay premium prices for unique and high-quality handmade items.
- •Repeat customers: Customers who have made multiple purchases on the platform and are loyal to Artify's brand and offerings.
- •Influencers and tastemakers:

Individuals who have a significant following on social media and can promote Artify's products to their

Cost Structure



•Most Important Costs:

- •Inventory Costs: Purchasing unique handmade products from various vendors.
- •Marketing Expenses: Promoting the platform and products to attract customers.
- Operational Costs: Maintaining the website, logistics, and customer support.
- •Most Expensive Key Resources:
- •Human Resources: Skilled customer service and marketing teams.
- •Technology Infrastructure: Website development and maintenance costs.

Competitors

Esty Amzon CreativeEgypt Marketchino CraftMaesttros OtlobHandmade Sovafann

Revenue Streams



•Uniqueness: Handmade products that are one-of-a-kind and cannot be found in mass-produced stores.

•Quality: High-quality materials and craftsmanship.

Storytelling: The story behind each product and the artisan who created it. Sustainability: Products that are made ethically and environmentally friendly.

And Artify's customers currently pay for:

•Products: The cost of the handmade items themselves. Shipping: The cost of shipping the products to their homes.

Additional services: Any additional services offered by Artify, such as gift wrapping

or custom orders.





















Version: