











Business Model Canvas

Key Partners  Motivations for Partnerships at Artify 1.Optimization and Economy: 1. 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: 1. Working with tech providers for website enhancements and marketing collaborations to boost visibility.	Key Activities  •Key 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  •Value Propositions: •Key Resources Required: •Physical: Inventory of handmade products and a user-friendly 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: 1. Unique, high-quality handmade products that enhance personal style and home aesthetics. 2.Customer Problems Solved: 1. Difficulty finding one-of-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  Customer Relationships for Artify 1.Expected Relationships: 1. Collectors: Personalization. 2. Gift Shoppers: Convenience. 3. Home Decor: Inspiration. 4. Jewelry Buyers: Quality assurance. 5. Vendors: Supportive partnerships. 2.Established Relationships: 1. Personalized services, user-friendly features, and curated content. 3.Integration: 1. Boosts loyalty, satisfaction, and product diversity. Channels  Through our user-friendly website Artify	Customer Segments  Artify is creating value for: •Art enthusiasts: Individuals who appreciate and collect handmade art pieces. •Jewellery lovers: People seeking unique and handcrafted jewellery pieces. •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 audience.
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 CraftMaestros OtlobHandmade Soyafann	Revenue Streams  Artify's customers are primarily willing to pay for: •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.		