Key Partners –

Manufacturers of Holds and Systems

Potentially Wall Manufacturers

Key Activities –

Initial Product Design

Branding

Production

Marketing

Key Resources –

Parts Research

Intellectual Property of Branding, Hold Patents, and System Patents

Designers and Developers – consists of founders

Manufacturers – after hold is designed

Financial – Kickstarter or seed funding to manufacture a sample base and then charge up front for gym systems

Value Proposition –

-can only be done by employees

-inevitably people feel left out (too hard or too easy, height differences, etc.)

-tape can be hard to see

-no engagement with users

-no progress tracking

-no impact outside of gym

Solution: (Qualifications)

-indoor rock climbing holds that communicate wirelessly, contain multi-color LEDs, and have a sensor to notice climbers

-routes may be created pseudo-dynamically

-games could be made

-routes may be customized to user

-routes may provide feedback to user

-routes may be created by user

-competition may arise with leaderboards and designing routes outside the gym maintain interest

Customer Relationships –

Direct contact and support for climbing gyms

Sales through website for smaller orders  
Direct support for problems with holds

Get input on customers for more climbing app features (possibly hold development)

Channels-

Article or ad in climbing magazines

Article or ad in diy sites

Direct contact to climbing gyms

Customer Segments-

Gym operators

Interested hobbyists

Cost Structure-

Hold Manufacturing, especially the electronics – affected by scale

Revenue Streams-

Currently pay $5-35 per a small sized hold