








# The Business Model Canvas

Designed for: **Textile Sensors**

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Date: **8/11/19**

Version: **1**

<div>Key Partners</div> <div></div> <div><ul style="list-style-type: none"><li>-Supplier of sensors and their parts is a key resource</li><li>-Institutional Researchers who will license the sensor to do medical and other scientific research using the unique pressure sensing capabilities as well as the real-time data feedback</li><li>-Compression socks manufacturers who will integrate the sensor into their products for their customers</li><li>-Doctors and other healthcare professionals who will use this to patients (diabetics in particular) reduce risk of complications or amputation associated with their condition - reducing patient risk</li></ul></div>	<div>Key Activities</div> <div></div> <div><ul style="list-style-type: none"><li>- R&amp;D - most sensors today are only physiological sensors, collecting things like vitals, our pressure sensor provides a unique feature</li><li>-The standard compression socks are likely purchased from big-box vendor</li><li>-Production of integrating sensor into socks done locally</li><li>-Likely distributed through doctor's offices for patients and sports companies for high-performance athletes</li></ul></div>	<div>Value Propositions</div> <div></div> <div><ul style="list-style-type: none"><li>- More comfort than traditional compression socks</li><li>-Access to your own real-time health data</li><li>-Information about the patient's pain empowers them in medical decision making processes</li><li>-Our Minimum Viable Product (MVP) is a compression sock or sleeve with an integrated pressure sensor to provide real-time data on potential points of discomfort</li><li>-In future decision making, this helps understand specific points of nerve damage and help mitigate future damage or risk</li></ul></div>	<div>Customer Relationships</div> <div></div> <div><ul style="list-style-type: none"><li>-Partnership with big name sports companies will help drive new customers and establish a rapport and trust. Can utilize existing customer base with</li><li>-Partnership with hospitals for diabetic compression socks</li><li>-Customers retained with in house data analysis for them growth hack with additional features detected and more accurate models and additional designs for apparel</li></ul></div>	<div>Customer Segments</div> <div></div> <div><ul style="list-style-type: none"><li>-Compression socks with pressure sensors can help patients with diabetes and subsequent nerve damage to gauge load and damage to feet</li><li>- Sports companies can utilize the textrode to incorporate within apparel for high efficiency athlete performance tracking and data collection</li><li>-Individuals who would like to research pressure gauges in various aspects can use an alternate form of the sensor for general purpose needs as per request</li></ul></div>
<div>Cost Structure</div> <div></div> <div><ul style="list-style-type: none"><li>- Cost structure will be primarily value driven. We are providing a service for customers to improve sports performance or improve overall health for diabetec patients.</li><li>-Some cost driven can occur based on competetors so we sell a relatively competitive cost but will still rely on value to have a comparitevely more accurate and reliable product</li><li>-We will provide more data and analysis to offset a higher cost to again demonstrate value driven cost</li></ul></div>		<div>Revenue Streams</div> <div></div> <div><ul style="list-style-type: none"><li>- Direct sales of commercial products in stores. Retail products of garments fitted with the "textrode"</li><li>-License the "textrode" to established sports attire companies such as Nike and Addidas to incorporate the sensor within their existing products and services</li><li>-Value pricing based on features the sensor can detect/analysis not much competetors with as accurate a sensor but need to base off of their price and add value to our better perfmormance</li></ul></div>		