

<p>Key Partners (Lance Torres)</p> <p>Who are your key partners? Our key partners will be car OEM parts manufacturers and the car companies. This partnership will be a strategic alliance between non-competitors, as we will try to incorporate our technology within their supply-chain and design processes. The main buyer-supplier relationship we will have are suppliers that car parts retailers.</p> <p>Who are your suppliers? Our suppliers will be OEM part manufacturers.</p> <p>What key resources are we acquiring from partners? The design processes on how they design their cars will help us design our LED proximity sensors, to be well incorporated within the car. A set manufacturing timeline will help us plan ahead: optimization and reduction of uncertainty.</p> <p>What key partnerships are we acquiring from partners? The key partnership we will acquire from our partners will be the networking we will have formed.</p> <p>MOTIVATIONS FOR PARTNERSHIPS Optimization and Economy Risk and Uncertainty Reduction Acquisition of private resources and activities</p>	<p>Key Activities (Emory Swanger)</p> <p>What key activities does our value proposition require? The key activity we require is the everyday need of moving something. Whether that something is good or other people, the deliverers or deliverers will want some form of safety. That our value proposition: the need to feel safe. Or our distribution channels? At first, it would have to be an online vendor like Amazon for DIYers and hopefully car manufacturers themselves.</p> <p>Relationship with customers? We hope to start with live person over the phone contacts at first. Then, once we have retained a customer base, we can utilize a viral loop to spread awareness of our product and expand our client outreach because it helped save lives and or property. The medium for achieving this will extend from phonelines, social media platforms, and hopefully personal networks to spread via "word by mouth"</p> <p>Revenue Sources? We could copyright the design and license the product to vehicle manufacturers for profit.</p> <p>Key Resources (Hyeseong Choi)</p> <p>What Key Resources does our value proposition require? Or our distribution channels? Or our relationship with customers? Or our sources of revenues Physical resources and financial support to build the device would be required as well as the intellectual resources such as patents and copyrights, and partnerships with OEM part manufacturers and the car companies. Human resources are also required to design and build the system.</p> <p>RESOURCES TYPES Physical Intellectual Human Financial</p>	<p>Value Proposition (Jordan Varnon)</p> <p>What value do we deliver to customers? What problems of our customers are we helping to solve? What sets of products and services are we offering for each customer segment? What needs of our customers are we meeting? 2nd Person Proximity Warning System. Installation Kits with Instructions for Aftermarket addition to vehicles Design Markups and systems for Vehicle Manufacturers to install on new vehicles Safety Assurance for those wary of inattentive drivers Prevention of "tailgating" which is when vehicles follow you too closely CHARACTERISTICS Novelty Performance Customization "Do the job" Design Brand / Status Price Cost reduction Risk Reduction Accessibility Convenience / Usability</p>	<p>Customer Relationships (Jovan Hernandez)</p> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? For the mass market we expect to establish a trustworthy relationship by having dedicated personal assistance. We want all of our customers to know that our product is one that is reliable and one that makes them comfortable. For our niche market specifically, we want to be able to focus on their specific needs and create a relationship with open communication. We want them to be able to openly communicate their feedback, concerns, etc. with us knowing that their voices will be heard. The drivers of all ages expect a dedicated personal assistance which we can provide. Upon purchasing our product we can offer free installation and also a detailed step-by-step instructions so our customers can easily install our product themselves.</p> <p>Which ones have we established? How are they integrated with the rest of our business model? Channels (Jovan Hernandez (first three) and Jordan Varnon (last three))</p> <p>Through which channels do our customer segments want to be reached? Our customer segments would want to be reached through the Knowledge and Evaluation channels. We have a product that impacts the safety of our customers; therefore, it is likely they would like to know how we developed our product and how it has been tested. They want to be reassured that our product works and that it can be trusted. Otherwise if our product does not make our customers feel more safe, they have no reason to purchase our visual alert system. How are we reaching them now? We are reaching them now by making our alert system applicable. Through knowledge and evaluation of our product we are building and maintaining the necessary relationship with our customers. How are our channels integrated? Our channels are integrated because we evaluate our product based on what they are designed to do. If our alert system does not minimize the number of car</p>	<p>Customer Segments (Lance Torres)</p> <p>Who are we creating value for? The value we will deliver to the end users is not an accessory, but as a blanket of visual alert system- a form of protection.</p> <p>Who are our most important customers? The most important customer we have falls under the Segmented Market. The geographic segment part will be in areas where cars are predominantly used. For the demographic segment, we will focus from young drivers to old drivers. Young drivers who do can value our product as an accessory to their cars. As well as for older drivers who require further visual queues in their car. The behavioural segment is the sense of safety that the customer will have when buying our product, a value for their money.</p> <p>TYPES Mass Market Niche Market Segmented Market Diversified Market Multilateral Platform</p>
<p>Cost Structure (Emory Swanger)</p> <p>What are the most important costs inherent to our business model? Our model will be seen where between cost and value driven. Ideally, We want to design the highest quality product we can. We also want it to be affordable enough for everyone to acquire the product. The fixed costs can be between different models for our product: a premium model with the finest sensors available and Which Key Features are the most expensive? Which key activities are the most expensive?</p> <p>YOUR BUSINESS IS Cost Driven? (lean cost structure, low price as a value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposal)</p> <p>EXAMPLES OF CHARACTERISTICS Fixed Costs (salaries, rent, public utilities)</p>	<p>Revenue Streams (Hyeseong Choi)</p> <p>For what values / benefits are our customers willing to pay? Our customers are willing to pay for the physical device that provides a visual alert system for their car.</p> <p>What products and services on the market do they currently pay for? One of the products that have similar purpose is the blind spot side mirror which alerts the other vehicle in the blind spot instead of alerting the driver. Most new cars today come out with the blind spot monitoring system built in as well.</p> <p>How are they currently paying? They are currently paying the fixed list price for the products that provide the function, or just paying for the car that has a similar alert system built in.</p> <p>How do they prefer to pay? They prefer to pay the fixed list price for the products and services.</p> <p>How much does each source of revenue contribute to total revenue? All revenues are generated from the sale of assets.</p>			