# Business Model Canvas

## Key Partners

**NFC Tag Suppliers**: Provide NFC tags for cat collars (e.g., **TechTag Co.**)

**Electronic Component Manufacturers**: Supply sensors, microcontrollers, and actuators (e.g., **ElectroBits Inc.**)

**Manufacturing & Assembly Partners**: Assemble the automatic feeder units (e.g., **PetTech Manufacturing**)

**Retail & Online Platforms**: Partner with pet stores and e-commerce platforms (e.g., **Chewy, Amazon**)

**Marketing & Advertising Agencies**: Promote and brand the product (e.g., **FelineReach Marketing**)

### Motivations for Partnerships:

**Optimization & Economy**: Use specialized manufacturers for cost-effective production.

**Reduction of Risk & Uncertainty**: Collaborate with experienced suppliers and logistics firms.

**Acquisition of Resources**: Access to proprietary technology and supply chain expertise.

## Key Activities

**Product Design & Development**: Enhance the NekoFeeder's functionality and user experience.

**Production & Assembly**: Manufacture and assemble the feeder components.

**Marketing & Sales**: Develop advertising campaigns, maintain an online presence, and conduct product demonstrations.

**Customer Support & Warranty Management**: Handle inquiries, returns, and technical support.

**Platform Management**: Manage online software features

## Key Resources

**Physical**: Manufacturing facilities, raw materials (e.g., plastic, electronic parts).

**Intellectual**: Patents, product design, and software.

**Human Resources**: Product developers, customer service agents, and marketing team.

**Financial**: Seed funding for research and development, operational expenses.

## Value Propositions

**Controlled Feeding**: Keeps food secure and only allows access to the designated cat.

**Prevents Overeating**: Manages food portions to maintain the cat's health.

**Convenience & Ease of Use**: Automatically opens and closes based on proximity of an authorized cat.

**Customization**: Adjust settings based on multiple cats, access schedules, and dietary needs.

**Freshness & Cleanliness**: Keeps food covered, preventing spoilage and mess.

## Customer Relationships

**Self-Service**: Online resources like FAQs, manuals, and video tutorials.

**Personal Assistance**: Email and chat support for troubleshooting and technical issues.

**Community Engagement**: Social media channels and forums for product tips and pet care discussions.

**Subscription Services**: Optional monthly services for advanced configurations, replacement parts, or automatic tag replacements.

## Channels

**Direct Sales**: Website for direct purchases.

**Online Marketplaces**: Amazon, Chewy, and other pet-focused e-commerce platforms.

**Retail Distribution**: Local pet stores and large retail chains.

**Social Media & Influencer Marketing**: Instagram, TikTok, and pet care YouTube channels.

**Veterinarian Partnerships**: Display units and recommendations through vet clinics.

## Customer Segments

**Multi-Cat Households**: Owners with multiple cats and specific dietary requirements.

**High-Income Pet Owners**: Willing to invest in smart pet technology for convenience.

**Pet Enthusiasts & Tech-Savvy Users**: People interested in integrating smart products into pet care.

**Busy Professionals**: Individuals who seek automated solutions to simplify pet management.

## Cost Structure

## Revenue Streams

## Fixed Costs:

- Product Development & Prototyping: €28,500/year
- Marketing & Advertising: €14,250/year
- Patents & Licensing: €4,750/year
- Software Maintenance & Updates: €7,600/year

**Total= €55,100/year**

## Fixed Cost per Unit

- Arduino Uno Board: €20

- V9 Battery: €2

- NFC Module RFC522: €10

- Servo Motor SG90: €5

- 80 meters generic PLA filament: €20

**Total: €57/unit**

## Product Sales:

### Unit & Parts

- **Price per Unit:** €80
- **Replacement Parts:** €5-€10 per part

### Accesories

- **NFC Tag Sets:** €10 for a pack of 5 Accessory
- **Optional Add-ons (e.g., custom tag holders):** €15-€20