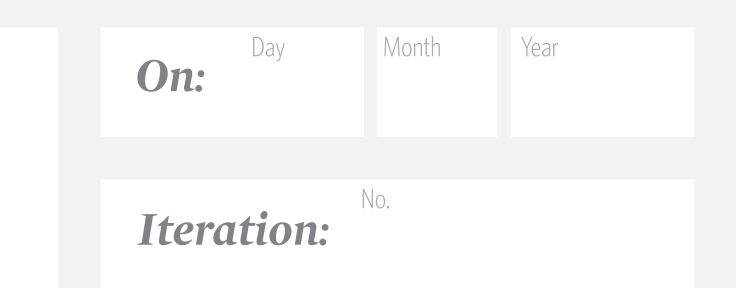
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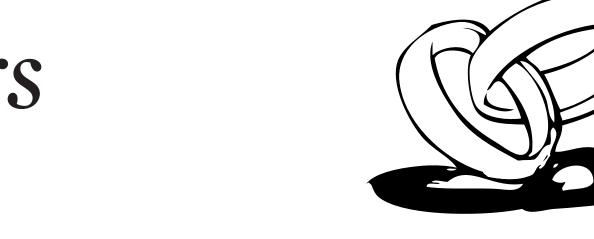
StrikeGently.co

Designed by:

Liam English-Birge



Key Partners



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

Big Cartel.com (Website provider)

Key Activities

Problem Solving

Platform/Network



What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships?

> Making/selling many products Deals on products(1 free pin every 3 items purchased)

Value Propositions



Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

"Getting the Job Done" Design Brand/Status

Risk Reduction Accessibility

Convenience/Usability

Easy, affordable access to unique products

Customer Relationships (1).

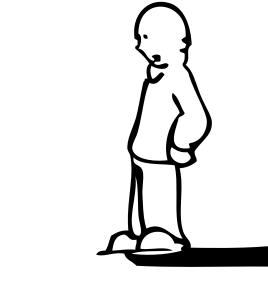
What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?

How are they integrated with the rest of our business model? How costly are they?

Personal assistance Automated Services Communities

Mailing list Customer suggestions

Customer Segments

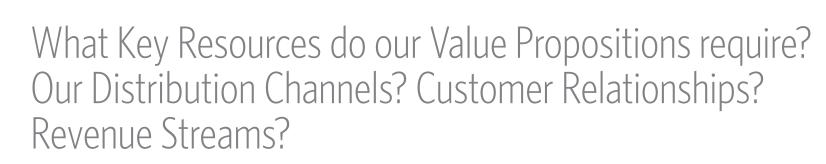


For whom are we creating value? Who are our most important customers?

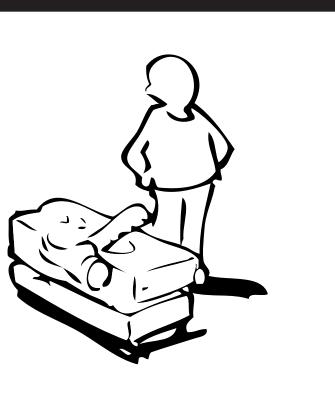
Mass Market Segmented Diversified Multi-sided Platform

Those who collect/want cool unique

Key Resources









How are we reaching them now?

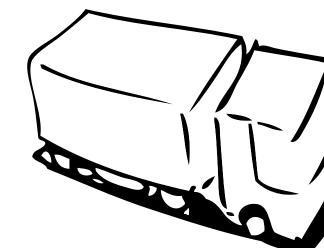
How are our Channels integrated? Which ones work best?

Which ones are most cost-efficient? How are we integrating them with customer routines?

Advertisements on social media and over the web

Sponsorships allow for retailers to sell their products

Channels



Cost Structure

Economies of scope

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)

> Important costs: \$10 price for most pins <=\$10 price for most patches

Rescources: pin/patch/blanket materials

Sales



For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues? Negotiation(bargaining) Yield Management Brokerage fees

<=\$10 a pin/patch <=\$150 for blankets

