



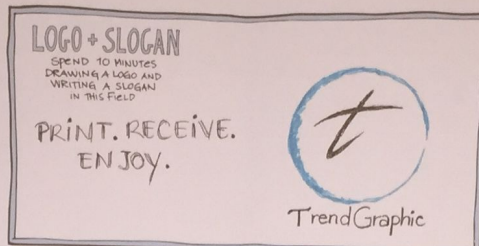
25 MIN



35 MIN



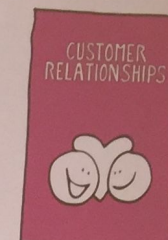
39 MIN



49 MIN

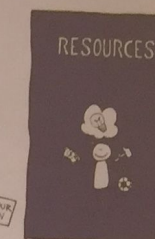


59 MIN

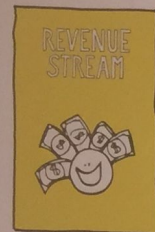


1 HOUR 9 MIN

1 HOUR 19 MIN



BUSINESS MODEL GAME



22 MIN



15 MIN



10 MIN

START

BEFORE JUMPING PAST 'START' SPEND 5 MINUTES TO DISCUSS YOUR RAW IDEA WRITE IT DOWN IN THE TOP BOX OF THE VALUE PROPOSITION FIELD LOCATED IN THE MIDDLE OF THE BOARD

PARTNERS

MARKET/BRAND Exposure

- we need famous and strong partners to make us more credible and well known
- both parts will have benefits from the partnership
- Sponsorship from companies or corporates, such as Canon, Nikon, GoPro, Sony etc.
- Benefits for us:
 - * free gadgets
 - * advertising
- Benefits for them:
 - * reviews
 - * promoting
- They sponsor us and we promote them.

ACTIVITIES

1 2 3 4 5

START DATE: nov. 2017 END DATE: dec. 2017

1. Business plan
2. Find resources and make cost structure
3. Build website by materials and create the product
4. Attract the customers by advertising
5. Find sponsors

RESOURCES

- LOGISTICS NETWORK
- NETWORK
- INTELLECTUAL PROPERTY RIGHTS (TRADE MARKS, PATENTS, COPYRIGHTS)

VALUE PROPOSITION

THE RAW IDEA:

Print your photos or designs from your smartphone with ease.

WHAT VALUE DO WE BRING TO THE CUSTOMER?
 - Access one of our customers' pictures
 - After the meeting to share?
 - Access customer service and the participation?

Value: quality, fast, ease, trust, needs, save time, have money, we create T-shirts, mugs etc. on our customers' wishes
 problems: lack of organisation, lack of understanding the customers' wishes, lack of time, problems with the delivery.

CUSTOMER RELATIONSHIPS

- Giving discounts for problems that arise (taking proper measures as to avoid bad feedback for happy customers)
- Quality of the product/service
- Telephone service
- More sales: discounts for fidelity, vouchers, 3+1 free

CHANNELS

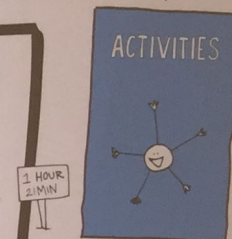
SOCIAL MEDIA

- online advertising
- word-of-mouth
- Facebook, Twitter, YouTube
- Websites, Blogs

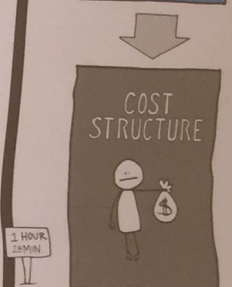
CUSTOMERS

INDIVIDUALS (YOUTH SEGMENT)
 SMALL COMPANIES
 BIG COMPANIES *

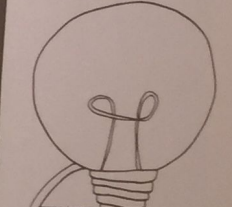
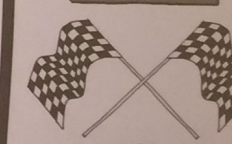
- 14+
- Volunteering organisations



1 HOUR 1 MIN



1 HOUR 2 MIN



YOU HAVE SUCCESSFULLY PLAYED THE BUSINESS MODEL GAME AND HOPEFULLY YOU'VE GOTTEN CLOSER TO THE CORE VALUES. SPEND 5 MINUTES ON SUMMARIZING AND ANSWER THE QUESTIONS FOUND IN THE BOTTOM BOX OF THE VALUE PROPOSITION FIELD

COST STRUCTURE

GADGETS, MATERIALS

ATTRACTING CUSTOMERS

RENT

INSPIRATIONAL NOTES

- free sessions of shooting to attract more customers
- receive money from ads, collaborations with photography brands

Why?

In order to have an easier start and a customer's fidelity to attract the

REVENUE STREAM

SPONSORSHIPS
 INVESTORS
 CROWD FUNDING
 WEBSHOP

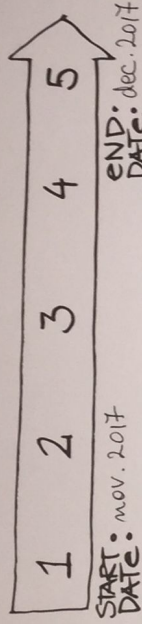
BUSINESS MODEL

PARTNERS

MARKET/BRAND
Exposure

- we need famous and strong partners to make us more credible and well known
- both parts will have benefits from the partnership
- Sponsorship from companies or corporates, such as Canon, Nikon, GoPro, Sony etc.
 - trans portation company
- Benefits for us:
 - * free gadgets
 - * advertising
- Benefits for them:
 - * reviews
 - * promoting
- They sponsor us and we promote them.

ACTIVITIES



1. Business plan
2. Find resources and make cost structure
3. Build website, buy materials and create the product
4. Attract the customers by advertising
5. Find sponsors

RESOURCES

- LOGISTICS NETWORK
- NETWORK
- INTELLECTUAL PROPERTY RIGHTS
(TRADE MARKS, PATENTS, COPYRIGHTS)

VALUE PROPOSITION

THE KEY IDEA:

Print your photos or designs from your smartphone with ease.

- WHAT VALUE DO WE DELIVER TO THE CUSTOMER?
- WHICH ONE OF OUR CUSTOMER'S PROBLEMS ARE WE HELPING TO SOLVE?
- WHICH CUSTOMER NEEDS ARE WE SATISFYING?

Value: quality, fast,

ease + trust

needs

problems: raise time,

save money, we create

T-shirts, mugs etc. on

our customers' wishes

problems: lack of

organisation, lack of

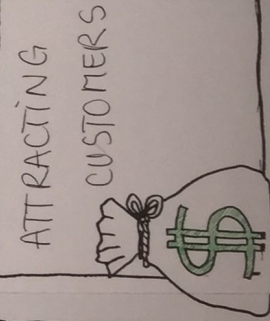
understanding the

customers' wishes, lack

of time, problems with

the delivery.

COST STRUCTURE



INSPIRATIONAL NOTES

- free sessions of shootings →
- attract more customers
- receive money from ads, collaboration with photography brands

Why?

In order to have an easier start and a customer's fidelity to attract the

Business Model Game

VALUE PROPOSITION

THE RAW IDEA:

Print your photos or designs from your smartphone with ease.

- WHAT VALUE DO WE DELIVER TO THE CUSTOMER?
- WHICH ONE OF OUR CUSTOMERS' PROBLEMS ARE WE TRYING TO SOLVE?
- WHICH CUSTOMER NEEDS ARE WE SATISFYING?

Value: quality, fast, ease, trust
needs ~~problems~~ save time, save money, we create T-shirts, mugs etc. on our customers' wishes
problems: lack of organisation, lack of understanding the customers' wishes, lack of time, problems with the delivery.

INSPIRATIONAL NOTES

- free sessions of shootings => attract more customers
- receive money from ads, collaborations with photography brands

Why?

In order to have an easier start and a customer's fidelity to attract the

CUSTOMER RELATIONSHIPS

- Giving discounts for problems that arise (taking proper measures so as to avoid bad feedback (happy customers))
- Quality of the product/service
- Telephone service
- More sales: discounts for fidelity, vouchers, 3+1 free

CHANNELS

SOCIAL MEDIA

- online advertising
- word-of-mouth
- Facebook, Twitter, YouTube
- Websites, Blogs

CUSTOMERS

INDIVIDUALS
(YOUTH SEGMENT)

SMALL COMPANIES
BIG COMPANIES

- 14+
- Volunteering organisation

* if the business goes well and we want to expand.

REVENUE STREAM

WEBSHOP

SPONSORSHIPS

INVESTORS

CROWD FUNDING