Key Partners

Hardware-design companies

Contract Manufacturing companies

Pay companies with cash and stock options

US Robotics (investor / buyer)

- foothold in Silicon Valley

Key Activities

Design, build and market the device

Key Resources

Hardware designers (companies hired)

Manufacturers (companies hired)

Marketeers

Value Propositions

- Small to fit into a shirt pocket

- Powerful to store thousands of addresses and appointments

- Cheap to appeal to the masses

Small device offering 4 core functions:
- calendar
- address book
- to-do list generator
 memo-writing feature

Runs on AAA bateries

Elegance and Simplicity

Competition: Paper - calendars, memo-sticks, Address books, to-do lists…

Customer Relationships

Channels

Retail stores

Customer Segments

Business Users

Job-to-be-done: replace paper and complement PC

Cost Structure

Marketing efforts

28 human resources

Revenue Streams

Sell for less than $300