

Business Model Canvas

KEY PARTNERS

- Suppliers
- Manufacturers
- Distributors
- Retailers
- Marketing agencies
- Sports teams and events
- Health organizations

KEY ACTIVITIES

- Research and Development
- Manufacturing
- Manufacturing

KEY RESOURCES

- Natural ingredients
- Manufacturing facility
- Manufacturing facility
- Marketing channels

VALUE PROPOSITIONS

- Natural and healthy energy drink
- Unique blend of natural ingredients
- Affordable pricing

CUSTOMER RELATIONSHIPS

- Direct sales
- Customer service

CHANNELS

- Distributors
- Events and sponsorships
- Direct sales
- Social media and influencer marketing
- Online
- Retail stores

CUSTOMER SEGMENTS

- Health-conscious individuals
- Athletes
- Students

COST STRUCTURE

- Ingredients
- Production
- Marketing
- Distribution

REVENUE STREAMS

- Sales of energy drinks
- Licensing agreements
- Sponsorships and endorsements
- Merchandise sales
- Advertising