Jouw Business Model Canvas in samenwerking met UNIZO

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Naam onderneming: super awesome rocketship usa number one astronaut 3Dprinting business

Strategische partners

Belangrijkste partners? Samenwerkingsverbonden?

an important partner would be the supliers we would use to get our raw materials.

Kernactiviteiten

Overzicht kernactiviteiten: productie, marketing, verkoop.

marketing to target audience

printing of the products

selling a product/ service

Kernmiddelen

Middelen die de onderneming nodig heeft.

3D printers
Location to house the printers
utilities to power the printers
plastic to print with

a website for customers to contact us and sent their designs to print

Waardepropositie

Reden waarom de klant voor jou kiest.
Welke waarde?
Welke problemen lost het op?
Waarom bij jou en niet bij de concurrentie?

3D printes are expensive
people in need of them either for
bussiness of as a hobby dont
nessessarily have one at home
or want to invest in one

i dont see a way to currently improve
the existing bussiness model however
one way we could carve ourself a place
in the market would be to bank on
people's laziness.

people don't nessessarily use the best
service available, just the one they found
first.

if the website of the best bussiness in
this industry is dumped on page 10
of google that show will not be
successfull no matter how skilled.

so even if we aren't special we can still
succeed if we get to the customers
first.

Klantenrelaties

Relatie met je klant? Hoe onderhouden?
Aanbod bekendmaken? Kwaliteit garanderen?

we would use gameification,
by using our bussiness a user would
accumulate points and levels the more
they use it, thereby getting some benefits
that others wont get, like being able
to pay for a print using point instead
of money, or getting priority queue.

Kanalen

Hoe kan je in contact met jouw klant?
Via welke kanalen, communicatie, verkopen,
distributie? Plaats? Naam?

we would start a targetted add campaign.
we would mostly aim for school campusses
to get to the people entering that field
because they wouldn't know our
competitors, we would also target a bunch
of ralated webforums.
clients would upload their designs and
we would then ship them out to their
delivery adress.

Klantensegmenten

Wie is jouw klant? Aankoopgedrag?
Behoeftes van de klant?
Van waar komen ze?
Klachtenbehandeling?
Tevredenheid meten?

our target demographic would be:

hobyists: people that are interested in
3D modeling as a hobby and just want
to print their work.

students: students studying in the field
wanting to print stuff for school work

freelancers: people working in the field
who don't have access to a 3D printer
at home

novelty: people that are interested in
having their own personalised figurines
to show of for various reasons.

(it would be pretty nice to have a figurine
of yourself for your D&D campaign.)

Kostenstructuur

Belangrijkste kosten?

the biggest costs would be the printers, the matterials and the location to run everything.

Inkomstenstromen

Waar verdien je je geld mee? Inkomstenbronnen?

we earn money by selling a service and a product.

Je hebt nu de eerste bouwstenen gelegd voor je onderneming. Aan de slag met je business plan!
Schrijf je in voor een persoonlijke begeleiding en laat je daarbij van A tot Z coachen via unizo.be/begeleidingen.