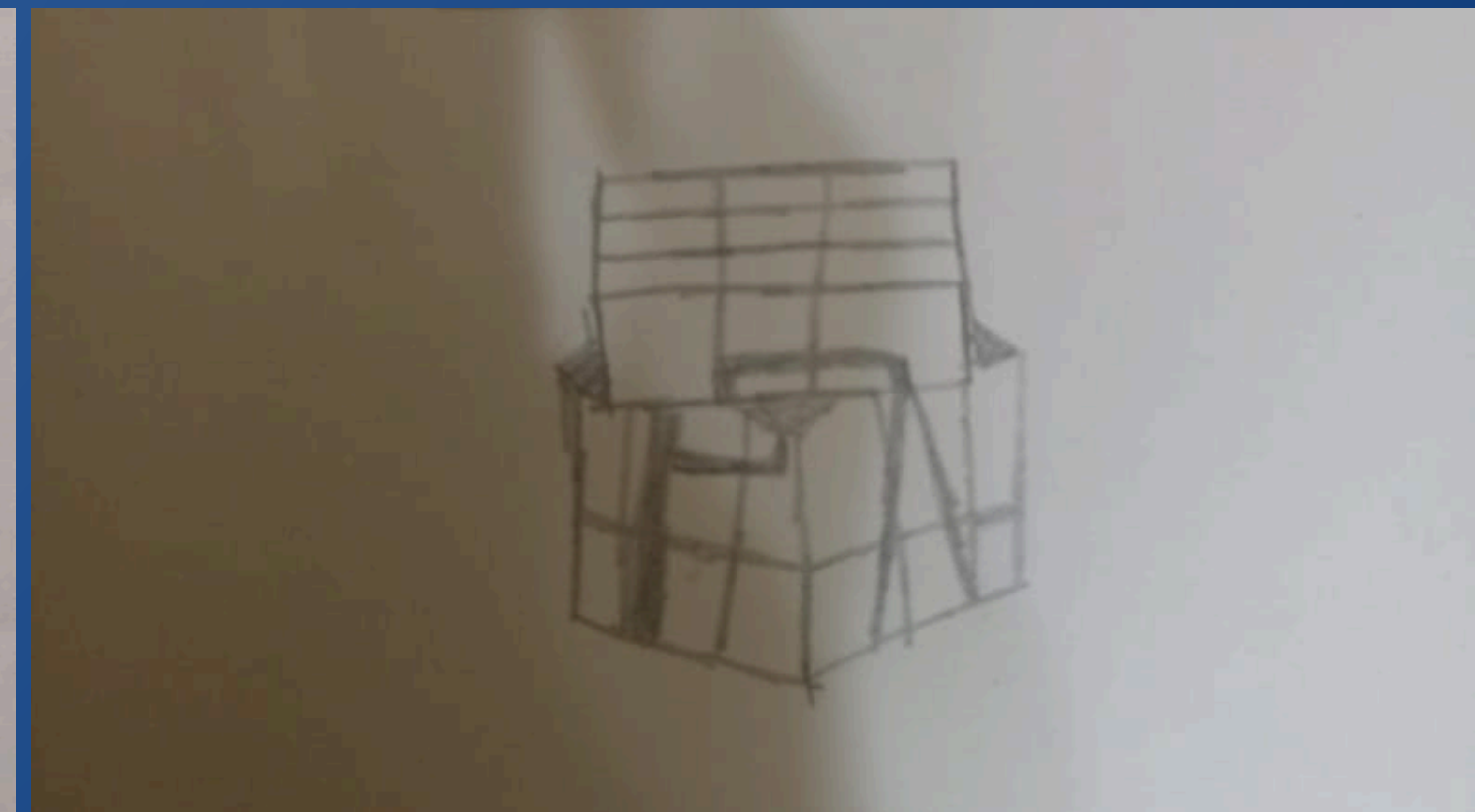# Concept Art

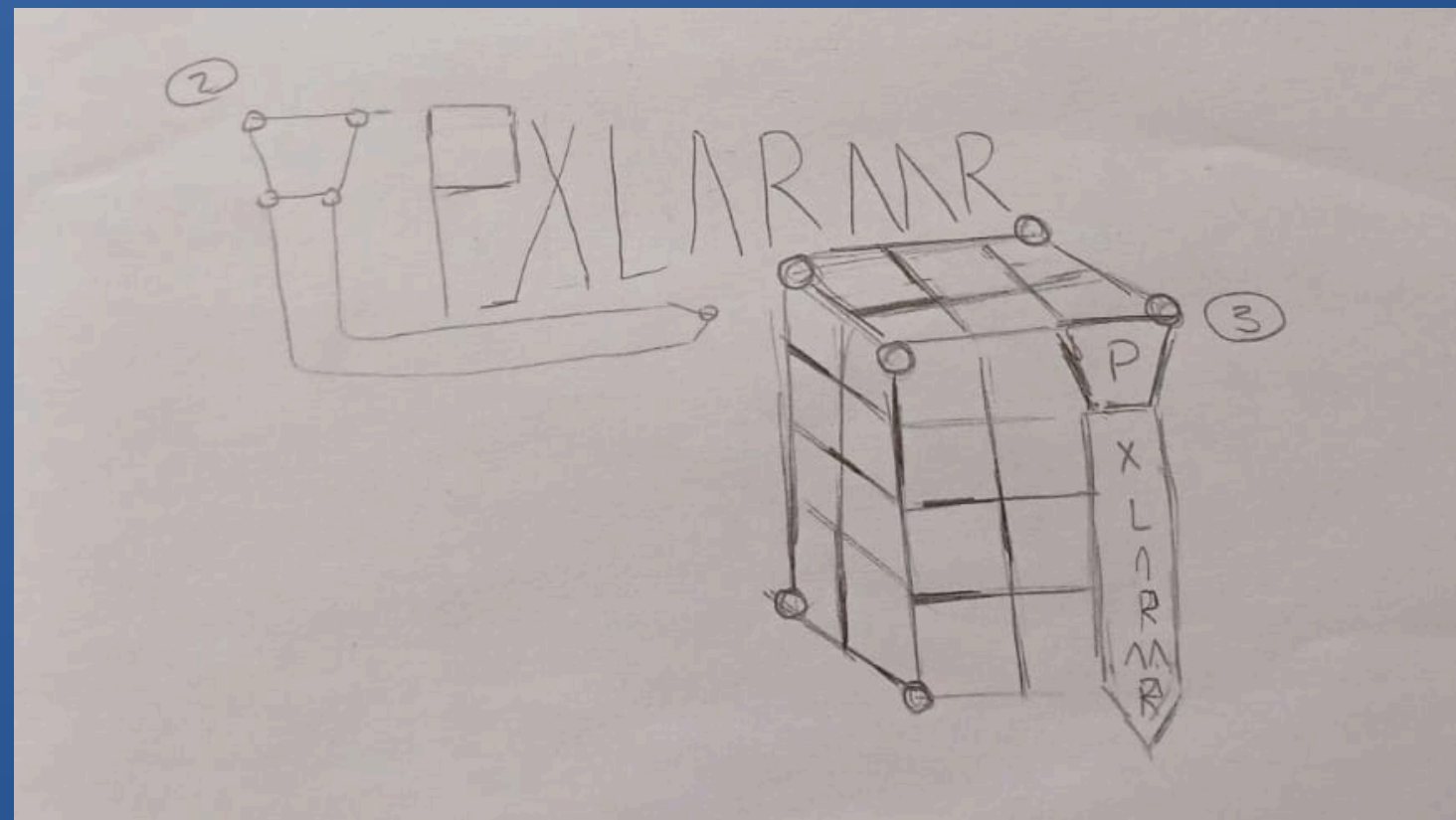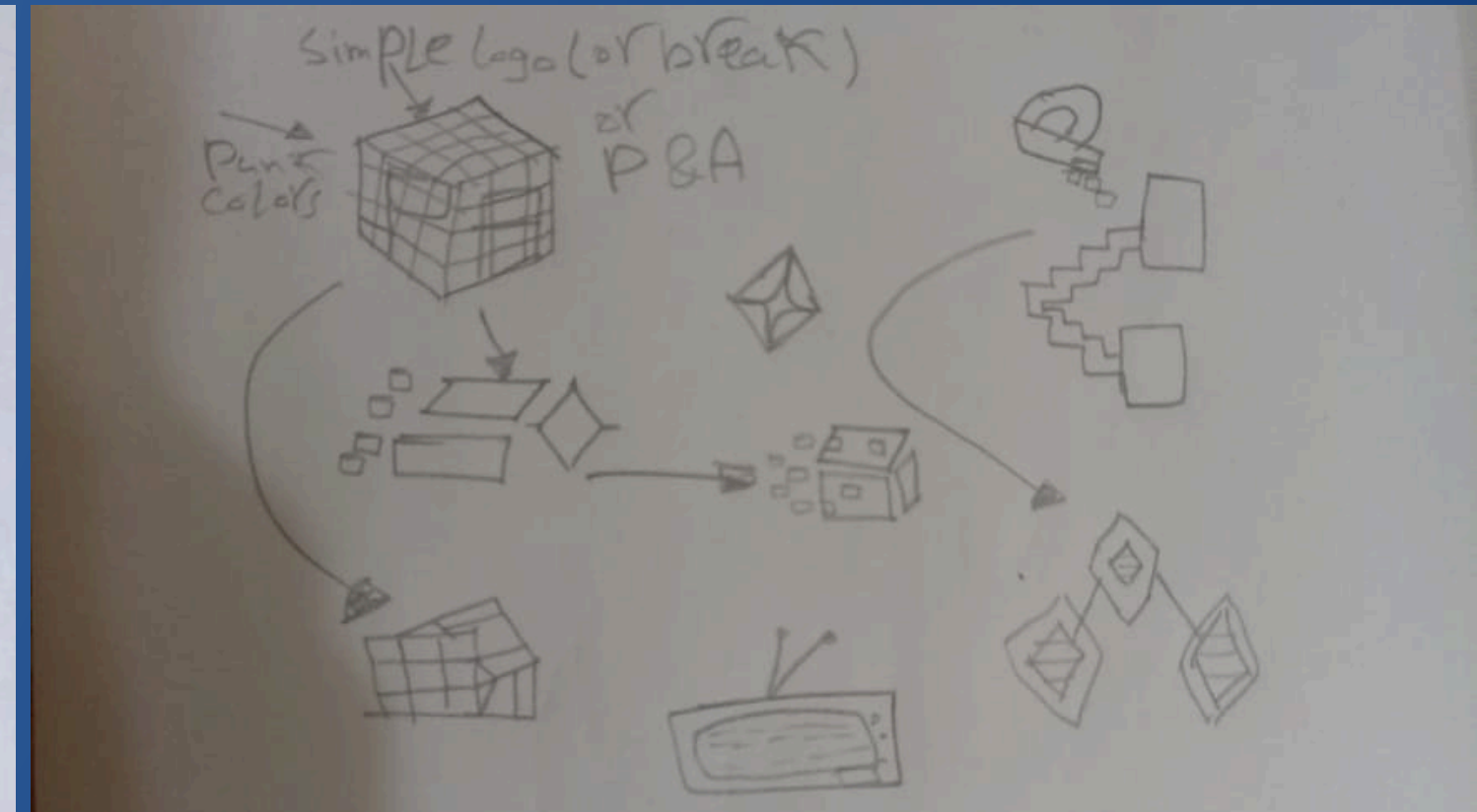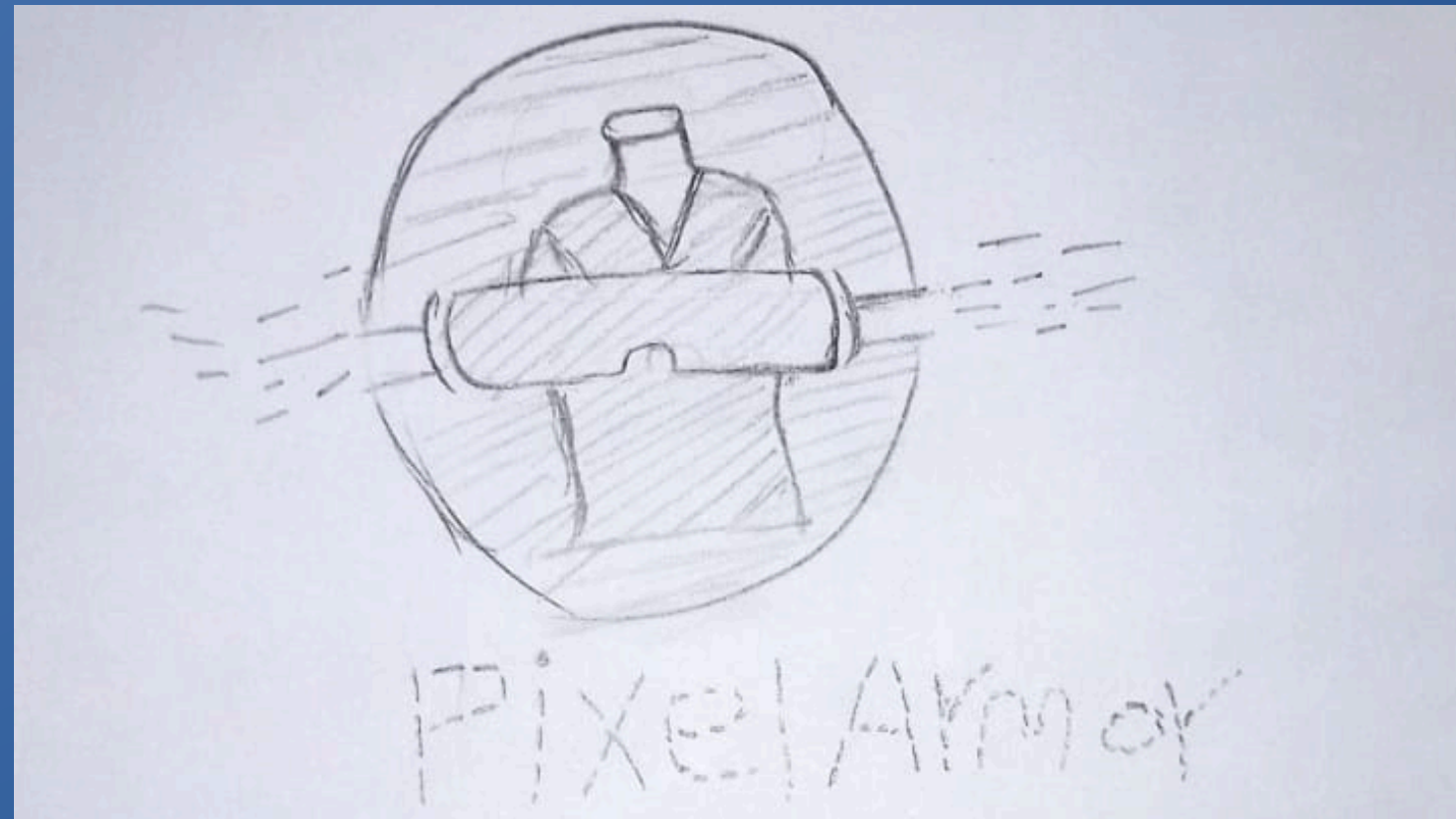**Project Name:**
PixelArmor (or) PixlArmr

Fonts:
Mokoto Glitch 1 (glitch style) & Retropix (pixel style).

Color Palette:
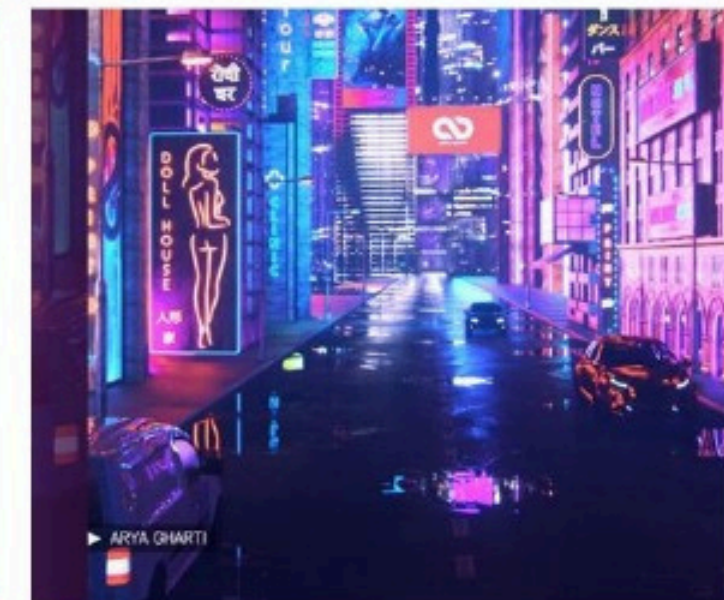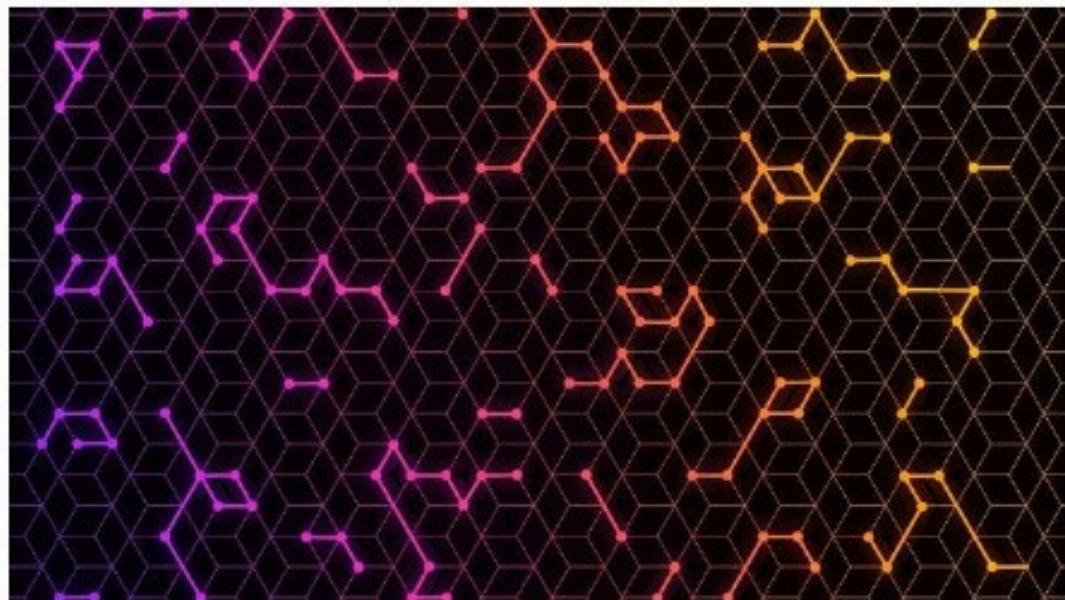#070F34 (dark navy)
#0313A6 (royal blue)
#9201CB (deep purple)
#F715AB (neon pink)
#34EDF3 (light cyan)

Style:
Cyberpunk, neon, futuristic.

Inspiration

Fauget Technology

Business Model Canvas

KEY PARTNERS

- Gaming Platforms & Developers (e.g., Roblox, Fortnite, Decentraland, Steam)
- VR & Metaverse Companies (Meta, The Sandbox, VRChat)
- NFT & Blockchain Platforms (Ethereum, Polygon for digital ownership)
- Graphic Designers & 3D Artists (Creating high-quality digital outfits)
- AI & AR Tech Providers (For customizable and interactive wearables)
- Marketing & Influencer Partners (Gaming YouTubers, Twitch streamers, eSports teams)

KEY ACTIVITIES

- Designing & Developing Virtual Fashion (Cyberpunk-inspired outfits and skins)
- Collaborating with Gaming Companies (Exclusive in-game fashion drops)
- Selling via NFT & Digital Marketplaces (Providing digital ownership)
- Building Community Engagement (Gamers, influencers, eSports sponsorships)
- Implementing AI-Powered Customization (Allowing players to tweak their outfits)
- Exploring AR Integration (For wearables outside of games)

KEY RESOURCES

- 3D Designers & Developers
- Gaming & Blockchain Technology
- Branding & Marketing Team
- Strategic Partnerships (Gaming studios, VR companies, influencers)
- Capital Investment

VALUE PROPOSITIONS

- Unique Cyberpunk Fashion for Gamers (Aesthetic, edgy, and futuristic)
- Limited Edition & Customizable Skins (Personalized digital fashion)
- Sustainability (Zero textile waste compared to fast fashion)
- Cross-Platform Use (Can be worn across multiple virtual worlds.)
- Exclusivity & Hype (Scarcity model creates demand and prestige)
- AR Compatibility (Fashion that extends beyond gaming into social media)

CUSTOMER RELATIONSHIPS

- Loyalty Through Exclusive Drops.
- Engagement in Gaming & Crypto Communities.
- Customization & Personalization
- Influencer-Driven Hype (Marketing via gaming influencers and esports teams)

CHANNELS

- Gaming Platforms
- NFT Marketplaces
- Social Media & Influencers
- Metaverse Fashion Events (Fashion shows and collaborations)

CUSTOMER SEGMENTS

- Hardcore Gamers & Esports Players
- Gaming Content Creators (Who build digital personas)
- Metaverse Enthusiasts (Investors and NFT collectors)
- Cyberpunk & Tech Aesthetic Lovers (Who appreciate futuristic design)
-

COST STRUCTURE

- 3D Asset & Tech Development (Design, modeling, programming)
- Platform & Partnership Fees
- Marketing & Influencer Sponsorships
- Blockchain Fees & NFT Minting Costs
- Community Building & Customer Support

REVENUE STREAMS

- Direct Sales of Virtual Clothing (One-time purchases for in-game skins)
- Subscription Model for Premium Access (Exclusive content for members)
- NFT-Based Sales & Resales (Earning royalties from digital asset trades)
- Collaborations with Gaming Companies (Exclusive brand deals)
- Limited-Edition Drops & Auctions (Rare, high-demand collections)