Top of Form

Primary Canvas

**X**

Alternative Canvas

*Team or Company Name:*

Wall Hammock

*Date:*

11/17/2015

The Business Model Canvas

Bottom of Form

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Key Partners*   * Manufacturing companies * Investors * Technology * Design * Marketing | *Key Activities*   * Attach to any ceiling without damage * Attach device to most walls and sit * Different sizes for different weights * “Hammock” chair for the wall or ceiling | *Value Proposition*   * Comfort anywhere * Fits in a backpack * Convenience * Cheap * Customizable | | *Customer Relationships*   * Buy product for their weight size * Possibility for other uses in the future (shower, chair when there isn’t one) | *Customer Segments*   * People on the move or traveling * People living small apartments/housing * Kids who like buying things (teens) * Young children * Parents of the children |
| *Key Resources*   * Cloth of hammock * Suction cups (ULINE) * Cushion * Back Support | *Channels*   * Social media * Commercials * See people using it * Magazine features |
| *Cost Structure*   * Cost of buying material needed * Cost of marketing * Advertisements * Cost of putting in stores | | | *Revenue Streams*   * Buying a Wall Hammock * Possible patent on product * Other uses (storage, etc.) | | |

*Source:* [*www.businessmodelgeneration.com*](http://www.businessmodelgeneration.com)

Top of Form