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)

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