The Business Model Canvas

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

- 3D printing companies
  - 3D printers and supplies
- Malls & Plazas
  - store space
  - ads
  - promotions
  - PR
- Educational Institutions
  - field trips
  - learning experiences
- Online CAD databases
  - Ex. Thingiverse.com

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

- Advertising
- Appealing store front
- Classes
- Outside Experiences
- Inventor Seminars
- Promotional events
- Design contests

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

- 3D Printers
- Location
- Instructors
- Intelligent young people to work in stores, higher paying than typical teenager job.

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

- Educational Experience
- Entertainment
- Tech Immersion
- Unique products
- Possible career value

We provide a combination of an enjoyable learning experience with the value of receiving a custom and/or unique product at the end of our customer's visit.

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

- Customer feedback
- Reasonable pricing
  - Most visits within $10-15
- Inventor support
- Reward program
- Maximum print time per job printed

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

- In-store bin pickup
- Wait for product to print
  - create app listing wait time
- Deliver to customer
- Sample products to educational institutions

Customer Segments

For whom are we creating value?
Who are our most important customers?

- Parents of youth
  - Ages: 7-12
- Potential inventors
- Experienced inventors/engineers
- Tech. interested public
  - Ages: 25-35
  - Out of college but before kids
- Demographics
  - Wealthy
  - Intellectual

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

- Property/Store
- 3D Printers
- Marketing/PR
- Employees
- Possible programmers
- Printer supplies/general maintence

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

- Pay through credit or cash depending on weight of product printed
- Cost for regular 3D printers typically $10-15
- Cost for inventor printers $50-75
- Learning experiences charged by size of group, time for teaching