

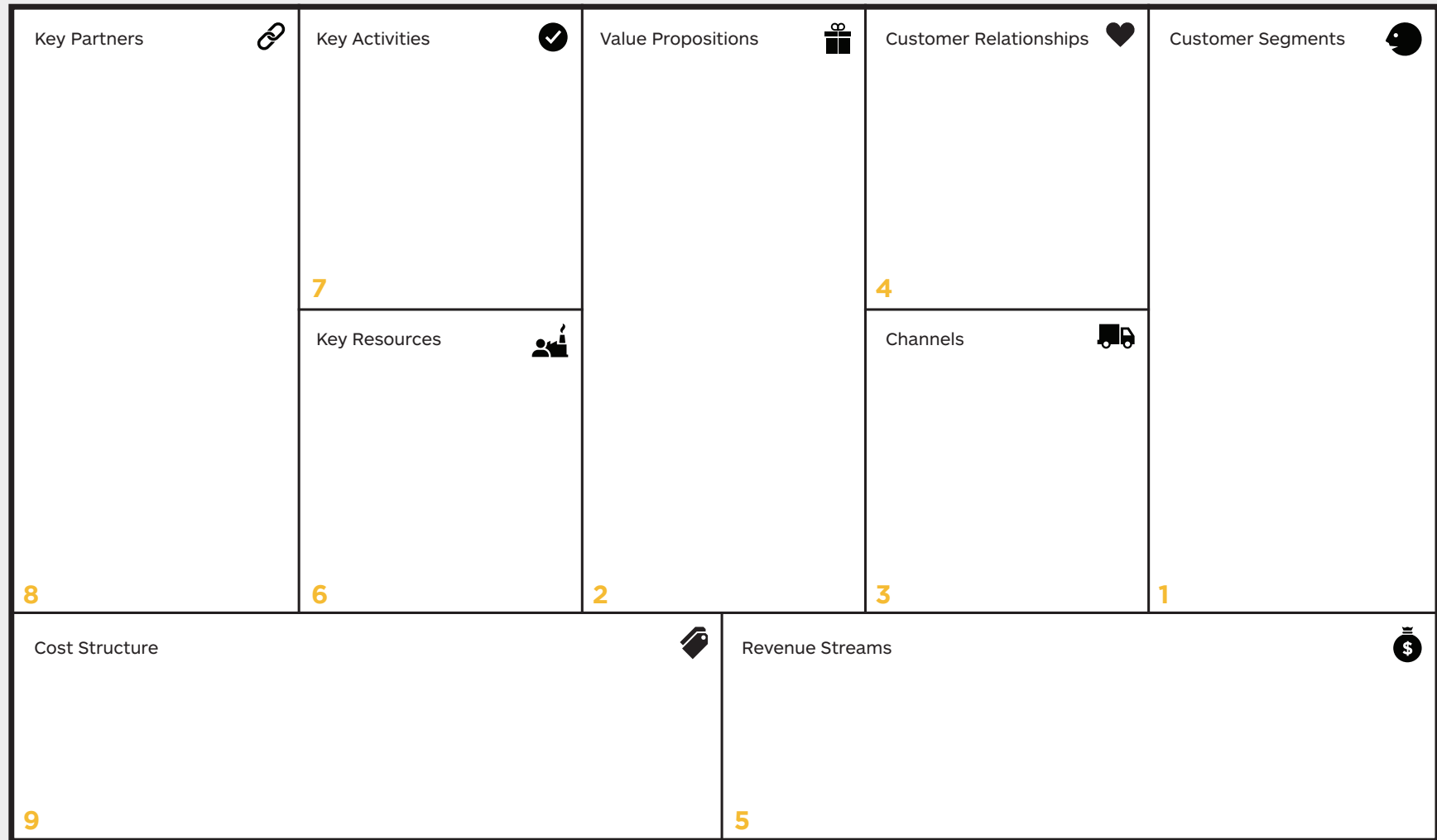
# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



1. Target groups with specific attributes. People under 30 that walk over 3 miles a day.
2. What do you offer them? A backup battery that's charged by the kinetic energy of walking.
3. How do you deliver #2 to #1? Target, Amazon.com, and my web store
4. How do you ensure that #1 can reach you/#2? Facebook mentions, online reviews.
5. How does the money come in? Partnership with Nike - \$5k, retail sales - \$30k, wholesale - \$50k.
6. What must you have to be in business? Computer for emailing, google analytics, WooCommerce
7. What do you have to do every day? Social media, check email, send report to Nike
8. Who do you need to make sure is happy? Nike, Facebook, Dick's Sporting Goods, Manufacturer
9. What costs you money to keep going? Advertising - \$1k, My salary - \$15k, Manufacturing - \$25k