The Business Model Canvas

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Key Partners

Our key partners
A **company for office chairs** to make our device the most comfortable and best sitting for the users' posture.

Key suppliers
Our **material suppliers.** They support us in making our product real and ready for the customer to buy and use. A partnership to make our product in bigger amounts.

Key activities
Producing our product, selling, and marketing. Due to the partners, we can sell our product more easily and we can sell to more customers, but it also helps us by making the product for less money. By promoting our product with our partner we make the risk of not selling smaller, which gives us more certainty on our revenue.

Key resources
We acquire from our partner's **storage room and influence** on social media.

Beginning
At the beginning of our production, we will need the acquisition of the materials for the production and a deal with that material factory. As well as for our marketing partnership.

Key Activities

Key activities
Making a **marketing plan** for a well-known product.

Distribution channel
Our product will be produced in a factory. The product will be stored in a distribution channel.

Revenue stream
We will need 2230 customers to make a profit of €131,576.24. We encounter a profit margin of 40% per product. This is by the end of the first year.

Key Resources

Key Resources
The key resource of our product is the **weight sensor** because this notices if the person is sitting on the pillow or not, which will give the notification further to the sensor and eventually the speaker.

Distribution channels
Our distribution channels will **send** the order to the customer. The customers will pay one time for our product.

Revenue stream
The patent of our product will be on the **service** we provide. We will also include a trademark on our brand name.

Value Propositions

What value do we deliver to the customer?
With our device, we give the user the opportunity to **live a healthier** life by exercising more during the day. Our product helps by **motivating** the user to go for a walk by mentioning the good weather, festivals or friends they can walk with to make it more personal.
Moving more gives the user eventually more feelings of happiness, relief and joy.
By making the pillow comfortable and at the same time giving the user the right posture, the user won't be triggered to sit on another chair.

What do we solve?
We solve the problem of the user **sitting too long** in one place. This is a problematic issue amongst elderly because after 2 hours of sitting it is recommended for your health to walk a little.

What are the customer needs we are satisfying?
We satisfy with our device the customer needs to **exercise during the day,** which can cause diseases. By walking or doing more things during the day than sitting, elderly can feel more active and due to that happier. They will run into people during a walk they haven't seen for a while or meet up with family members more often.

What bundles of products and services are we offering to each customer segment?
Our product consists of a pillow, weight sensor, speaker, batterie and a charger.

Customer Relationships

Relationship with customer segment
To have a good relationship with our user we will give a **guarantee.** Which means that if the product doesn't work as it is supposed to be we will send a new one. To help our elderly users by understanding the product we will have personal assistance on our website to call.

How do we maintain them?
By giving the user **personal assistance** they will be more satisfied with our product. We will improve by the feedback of the users, **co-creation**, and implement updates in the device which will keep the user longer happy.

Costs
The pillow will be a little higher than a regular one because of the smart technology we put in it.

Channels

Reaching the customer
We will promote our product by **newspapers** for the user, the elderly themselves, but also through **social media** for the younger customer. Social media like Facebook, Instagram and Twitter.
The product will be sold via our website and also in stores like Betterbed. This way the customer has the opportunity to try and see the product in real life before buying.

How are the channels integrated?
The ads on social media will be **after 17:00** because this is a time that the customers are done working and are relaxing with their phone, where they suddenly can see our ad for their family member or friend.

Customer Segments

For whom are we creating value?
Our customer segment exists out of two parts: the demographics and the psychographics.
The demographics of our customer segment are people from the **age of 65 until 100.** Elderly people that are pentioned, still living in their homes alone or living in care homes.
The psychographics of our customer segment are people that **aren't fit and feeling happy** because of the lack of exercising. Our target group wants to live healthy and long, although they aren't moving enough yet.
These two graphics show that our target group is reduced to a smaller group, niche market, but with a lot of elderly in the world, it is still a mass market.

Who are our most important customers?
Our customers are the **carers and family members** of the elderly. They want their family members to stay healthy and live longer with enough exercise to reduce diseases.

Future
In the future, we want to make the pillow smarter by recognizing if the user has a pet and can implement this in his or her daily routine. And we even want connectivity with the calendar of family members or friends, so they can walk together.

Multi-sided platform
If our user doesn't like some positive feedback to go for a walk or doing something active, the pillow won't work and we can't sell our device.

Cost Structure

Most important cost
Are **material and marketing.** We have to buy the material first to make our product. After buying this we will have to pay a company to make our product. To sell our product we have to make a marketing plan and pay for advertising. If we want to store the product, we have to pay for the distribution centre and also the stores where our product will be sold. The site of our product has to be paid and not to forget we have to pay salaries.

The most expensive key resource
Is for the people working our team, labor. These are costs fixed every year as well as the Marketing, AWS and Office space costs.

Focus
Value-driven business. We want to focus on making the best product for our user, this will keep the user longer happy with our product.

Revenue Streams

For what value are they willing to pay and how?
Our customers are family members, caretakers or friends. They are willing to pay a relatively high price but for a good **quality product.** Because they are working and earn enough money to pay for it. If we get good reviews, customers will be more triggered to buy. The customer would pay by card or phone on the website or in the store.

Currently paying
The target group we have chosen pays for food and maybe there care homes. The customer pays for their living. The customers are paying this **by their job.**

Price
The price of our product would be €7,50 per month, a subscription. This is the price if we make 2230 pillows for the first year.

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