

The Business Model Canvas

Key partners
What are your key partners to get competitive advantage?

Suppliers → Biodegradable mask material manufacturer- FPIinnovations
Pulp and paper mills - Catalyst Paper

Distributors → Wholesale Distributors
Drug stores
Online retailers

Customers → BC Ministry of Health
General Public

Partners → Natural Resource's Canada through the Transformative Technologies Program

Key activities
What are the key steps to move ahead to your customers?

Provide customers with high quality, biodegradable face masks.

Distribution Channels and Online sales

Key resources
What resources do you need to make your idea work?

Biodegradable material to construct masks

Factory or machine line to compile components of masks

Health Canada/Public Health Agency of Canada

Medical consultants to provide testing

Key propositions
How will you make your customers' life happier?

Value to our Customers → High quality Biodegradable masks
Quality Service

Value to industries → Helping forest industry -Providing biodegradable masks that they need
Medical sector -Medical mask
High quality
High demand

Any governmental service
Provide PPE for workers
General public
Through retail stores
High quality masks
Comfortable
Medically proven to help prevent illness

Minimum Viable product → Produced with polymers
High quality
Comfortable
Biodegradable

Customer relationships
How often will you interact with your customers?

Primary Relationships: Purchasing/Procurement
Department of BC Health Authorities

Different Customers: Bulk Buyers
Discount
Need-Base
Wandering
Impulse

Customer Needs: Convenience
Experience
Efficiency
Compatibility
Reliability
Safety

Level Of Support: Online Service
In Person Survey
Return And Exchange
Healthy Product
Guarantee of product

Channels
How are you going to reach your customers?

Distribution → Direct selling
Website
Intermediaries
Retail Store (Drugstores, Supermarkets, Doctor Office)
Electronic Channel (Amazon)

Customer Reach → Website and Blogs
Social Media (Instagram, Facebook, Tiktok,)
SERPs (Search Engines)
Email Marketing

Customer segments
Who are your customers? Describe your target audience in a couple of words.

Ideal Customer → BC Health Authorities
Environmentalist
Doctors

Persona → Laura is 30-60 years, middle-high to high income, worries about the environment and is self-conscious when it comes to her appearance.

Cost Structure
How much are you planning to spend on the product development and marketing for a certain period?

Most Important costs: Materials to Construct Masks

Most Expensive Key Resources: Factory and Machinery line

Most Expensive key Activities: Providing Customer with High quality, biodegradable face mask

Revenue Streams
How much are you planning to earn in a certain period? Compare your costs and revenues.

Value Customer willing to pay: 15-22\$ per box

Competitive Pricing Strategy

Revenue Model: Retail sales
Web Sales
Indirect Sales
Direct Sales

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