

BUSINESS

Printoteca

MODEL CANVAS POD VERSION INSTRUCTIONS

KEY PARTNERS

WHO ARE YOUR KEY PARTNERS AND SUPPLIERS?
CONSIDER PARTNERSHIPS THAT ENHANCE YOUR ABILITY TO DELIVER YOUR VALUE PROPOSITION, REACH CUSTOMERS, AND OPERATE EFFICIENTLY.
FOCUS ON PARTNERSHIPS THAT ARE VITAL FOR YOUR BUSINESS MODEL AND CONTRIBUTE SIGNIFICANTLY TO ACHIEVING YOUR BUSINESS GOALS.

KEY ACTIVITIES

WHAT KEY ACTIVITIES DOES YOUR BUSINESS PERFORM?
IDENTIFY THE MOST IMPORTANT TASKS AND ACTIONS YOUR BUSINESS MUST PERFORM TO DELIVER YOUR VALUE PROPOSITION, REACH CUSTOMERS, MAINTAIN CUSTOMER RELATIONSHIPS, AND GENERATE REVENUE

KEY RESOURCES

WHAT INTELLECTUAL, HUMAN, FINANCIAL, OR PHYSICAL ASSETS ARE NECESSARY?
FOCUS ON THE RESOURCES THAT ARE CRUCIAL FOR PRODUCING YOUR PRODUCT OR SERVICE, REACHING CUSTOMERS, MAINTAINING CUSTOMER RELATIONSHIPS, AND DRIVING REVENUE.

VALUE PROPOSITION

WHY WOULD CUSTOMERS CHOOSE YOUR PRODUCT OR SERVICE?
START BY IDENTIFYING THE SPECIFIC NEEDS AND PROBLEMS YOUR PRODUCT OR SERVICE ADDRESSES FOR YOUR TARGET CUSTOMERS.
CLEARLY ARTICULATE THE BENEFITS, EMPHASIZING WHAT MAKES YOUR OFFERING UNIQUE COMPARED TO COMPETITORS. TAILOR THE VALUE PROPOSITION TO THE DISTINCT NEEDS OF EACH CUSTOMER SEGMENT, AND SUPPORT IT WITH EVIDENCE OR PROOF POINTS.
ENSURE THE MESSAGE IS CLEAR, CONCISE, AND EASY TO UNDERSTAND.

CUSTOMER RELATIONSHIPS

HOW ARE YOU ACQUIRING AND RETAINING CUSTOMERS?
DEFINE HOW YOU WILL INTERACT WITH YOUR CUSTOMERS THROUGHOUT THEIR JOURNEY WITH YOUR PRODUCT OR SERVICE.
CONSIDER THE TYPE OF RELATIONSHIP EACH CUSTOMER SEGMENT EXPECTS

CHANNELS

THROUGH WHAT CHANNELS ARE YOU REACHING YOUR CUSTOMER SEGMENTS?
OUTLINE THE KEY METHODS YOU'LL USE TO COMMUNICATE, DISTRIBUTE, AND SELL YOUR OFFERING, SUCH AS ONLINE PLATFORMS, PHYSICAL STORES, OR DIRECT SALES

CUSTOMER SEGMENTS

HOW ARE YOU ACQUIRING AND RETAINING CUSTOMERS?
WHAT ROLES DO THEY PLAY, AND WHAT ARE THEIR RESPONSIBILITIES?
WHAT ARE THEIR HOPES, DREAMS, AND AMBITIONS?
WHAT ARE THEIR FUNDAMENTAL BELIEFS AND PERSPECTIVES ON THE WORLD?
REMEMBER THAT YOUR CUSTOMERS ARE THE PEOPLE WHO MAKE DECISIONS AND PAY FOR YOUR PRODUCTS/SERVICES (NOT TO BE CONFUSED WITH THE END USER OR THE BENEFICIARY).

COST STRUCTURE

IDENTIFY THE KEY EXPENSES REQUIRED TO DELIVER YOUR VALUE PROPOSITION, MAINTAIN CUSTOMER RELATIONSHIPS, OPERATE KEY ACTIVITIES, AND SUPPORT KEY RESOURCES AND PARTNERSHIPS. CONSIDER BOTH FIXED COSTS (E.G., SALARIES, RENT) AND VARIABLE COSTS (E.G., RAW MATERIALS, MARKETING EXPENSES).

REVENUE STREAMS

CONSIDER THE DIFFERENT WAYS YOU CAN MONETIZE YOUR PRODUCT OR SERVICE, SUCH AS DIRECT SALES, SUBSCRIPTION FEES, LICENSING, ADVERTISING, OR OTHER REVENUE MODELS.

BUSINESS

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MODEL CANVAS POD VERSION BUSINESS NAME _____

<u>KEY PARTNERS</u>	<u>KEY ACTIVITIES</u>	<u>VALUE PROPOSITION</u>	<u>CUSTOMER RELATIONSHIPS</u>	<u>CUSTOMER SEGMENTS</u>
	<u>KEY RESOURCES</u>		<u>CHANNELS</u>	
<u>COST STRUCTURE</u>			<u>REVENUE STREAMS</u>	

BUSINESS

Printoteca

MODEL CANVAS POD VERSION BUSINESS NAME: PRINTOTECA PARTNER

KEY PARTNERS

Printoteca: Primary partner for printing and fulfilling orders, ensuring the designer's work is reproduced with high quality

KEY ACTIVITIES

Design Creation: Continually producing new and original designs to keep the product offerings fresh and appealing.
Marketing & Branding: Promoting the designer's brand and products through online and offline channels to attract and retain customers.
Order Fulfillment: Managing the print-on-demand process through Printoteca to ensure high-quality production and timely delivery.
Customer Engagement: Building strong relationships with customers through personalized service, exclusive offers, and community events

KEY RESOURCES

Designer's Creativity: The unique artistic talent and creativity of the designer, which is the foundation of the business.
Printoteca Partnership: The integration with Printoteca for production and fulfillment of print-on-demand products.
Digital Design Tools: Software and tools required for creating high-quality digital artwork.
Online Platform: The website or online store that serves as the primary sales channel and portfolio for the designer's work

VALUE PROPOSITION

CUSTOMER RELATIONSHIPS

Personal Interaction: Engaging directly with customers through social media, offering insights into the creative process and design inspiration.
Exclusive Offers: Providing early access or exclusive designs to loyal customers or subscribers.
Community Building: Creating a community of art lovers through regular updates, newsletters, and events that foster a deeper connection with the brand

CHANNELS

Online Store/Website: A dedicated platform where customers can browse and purchase original designs printed on various products.
Social Media: Platforms like Instagram and Pinterest to showcase new designs, share the creative process, and engage with a community of followers
Art Shows/Pop-Up Events: Participation in local art markets or pop-up shops to reach customers who prefer in-person experiences.

CUSTOMER SEGMENTS

COST STRUCTURE

Production Costs: Expenses associated with printing and fulfilling orders through Printoteca.
Marketing & Advertising: Costs related to promoting the designer's work, including social media ads, influencer partnerships, and events.
Platform Maintenance: Expenses for running the online store or website, including hosting fees and software subscriptions.
Design Tools: Costs for design software and other tools necessary for creating and editing artwork.

REVENUE STREAMS

Sales of Original Designs: Revenue from selling products featuring the designer's original artwork, such as T-shirts, prints, and home decor items.
Limited Editions: Generating income from limited-edition runs of popular designs, adding value through exclusivity.
Custom Design Services: Additional revenue from offering personalized design services for special occasions or specific customer needs.
Collaborations: Revenue from partnerships with other brands or artists to create exclusive, co-branded products