

FINAL PROJECT BUSINESS MODEL

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**Project: S.T.E.V.E**

**Part A: Problem**

**The main problem we wish to address is the people in hospitals or in their homes, that are unable to leave their rooms, be it physical disabilities or if people are needed to stay in a sterile environment, they can still interact with the outside world via S.T.E.V.E**

**Part B: Solution**

**The solution to this is S.T.E.V.E …**

**S.T.E.V.E is a wireless land based drone that uses a 360 streaming to a 360 camera so to the user it’s like they are in the room that the drone is in. S.T.E.V.E will also have a mic and speakers so the user can speak and hear people in the room**

**Part C: Key Metrics**

**for the beginning we will measure how we are doing by units sold later on we can put a GPS to track where all of our S.T.E.V.Es are**

**Part D: Unique Value Propositions**

**The reason we are different and worth buying is there are no land based drones, with communication capabilities and using a 360 VR Stream to view from.**

**Part E: Unfair Advantage**

**The technology is still primitive and at its earliest stages, as well as cost being higher than most. No one has been willing to go out and tried this kind of technology. It is at such a primitive state that the ,market is helping their own opponents in order to make this a success.**

**Part F: Channels**

**We would sell this to larger businesses, which would supply them like a hospital would give them to patients.**

**Part G: Customer Segments**

**The sick, the bed ridden, those stuck or too weak to move. S.T.E.V.E. could also be used as a toy for children sense it is a robot. Adults too. Also tourism for its accessibility and freedom of movement. But the bedridden and sick are our main customers.**

**Part H: Cost Structure/Revenue STREAMS \*\*\*Note – use a table for These Together!**

**The most expensive would be the 360 camera, until later productions with higher quality bodies which will be much more expensive them the primitive ones.**

**The price of the object will be around 1400-1600 dollars. Later models will reach 1800-2000 with everything we wish to put into it. Sense this is going mainly to hospitals, the price seems fair. For an individual it seems cheap, but it is made to be sold to companies, not individuals. So hospitals will be the main stream of revenue, while individual people will be the least amount of revenue stream.**