

FINAL PROJECT BUSINESS MODEL

**Name(s): Leigha and Jenna**

**Project: Making T-shirts with Heat Press**

**Part A: Problem**

* **Someone may want to make custom t-shirts.**
* **Example: sports teams, schools, personal matters.**
* **People may want us to create a design for an item of clothing they want made.**

**Part B: Solution**

* **Could start making t-shirts for the school, they could place orders through us instead.**

**Part C: Key Metrics**

* **People are wearing our clothing.**
* **Could make a facebook or Instagram page representing our clothing and ideas, see how many likes it would get.**

**Part D: Unique Value Propositions**

* **Our business project is the only one being made by girls in this makerspace class.**

**Part E: Unfair Advantage**

* **We’re going to design t-shirts that no one has heard of.**
* **Never even used a heat press before.**
* **We aren’t well known**

**Part F: Channels**

* **we could sell our clothing at the school store.**
* **we could advertise by social media (instagram page)**
* **Sell it to people that we know would want it**

**Part G: Customer Segments**

* **Coaches**
* **heads of clubs**
* **Teachers**
* **Students**

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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **# of T-shirts** | **1** | **2** | **3** | **4** | **5** | **6** | **7** |
| **Cost** | **$5** | **$10** | **$12** | **$15** | **$20** | **$23** | **$25** |