

FINAL PROJECT BUSINESS MODEL

**Name(s):**

**Project:**

**Part A: Problem**

**The controls for the retro arcade do not work and the file required to make them work does not exist**

**Part B: Solution**

**Change the current joystick and button setup for a USB button and joystick setup**

**Part C: Key Metrics**

**Number of buttons that actually work on the Retro Arcade**

**Part D: Unique Value Propositions**

**The USB controls can easily be modified to suit the customer’s needs through a GUI that is included in the RetroPie**

**Part E: Unfair Advantage**

**Custom stickers, Vinyl, Or even custom games that can be used on the Arcade**

**Part F: Channels**

**Facebook, YouTube**

**Part G: Customer Segments**

**People aged 5 and up or anyone who enjoys playing retro games.**

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

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| **Cost Structure** | **Revenue Streams** |
| **Joystick: 14.95$** | **Final Sale: Depends on time taken & extras.** |
| **Buttons x6: 17.70$** | **No Extras: 350$ + Time** |
| **Raspberry Pie: 39.95$** |  |
| **Stickers: 5$ Each** |  |
| **Custom ROM: 50$** |  |
| **Arcade Frame: 60$** |  |
| **Monitor: 90$** |  |
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