

FINAL PROJECT BUSINESS MODEL

**Name(s): Patrick and Ryersan**

**Project: 3D Printing Phone Cases**

**Part A: Problem**

1. **One of the problems we may have is that other phone cases may be higher quality than ours**
2. **There is no way to change the color of the filament other than replacing the roll with one of another color**
3. **We may have a hard time of getting the word out of our product we wish to sell**
4. **Not all phone cases will come out perfect the first time printing. We may need to print several to get the right fit.**
5. **We may have trouble being able to make a case for every phone that is out there.**

**Part B: Solution**

1. **we could not charge the premium that other phone cases cost but still be able to make some profit, we could also implicate customization to factor in personalization**
2. **We could possibly paint or maybe vinyl some of the cases to be able to get them the color that the customer desirers**
3. **We could create a video and get teachers to show the videos to the class. We could also get it on the announcements as well.**
4. **After testing out the case and finding what will fit what we can save the file so we never lose it.**
5. **We could ask around and see what phone is the most popular out there so we aren’t stuck trying to find a case for an obscure phone.**

**Part C: Key Metrics**

**We would count all of the cases we make and how much we charge for each case. We will also be able to see how our business grows by looking around school to see how many people are using the case we made for them. We could also make a page on instagram or facebook to see how many people are interested in buying a case. With these pages we could also use them as a platform for people to place orders for the case of their choice.**

**Part D: Unique Value Propositions**

**Our unique value proposition is as follows. We are making cases that are fully customizable. We are able to put just about whatever you may want on the case. That being name, logo and even your own designs. We plan on being able to appeal to kids our age who are interested in being able to put what they want on their own case.**

**Part E: Unfair Advantage**

**Big companies are limited to customization because they have to appeal to a wide audience. With our service every case we make is its own design. We put what the customer wants so they are getting what they exactly want. We are also at an advantage of being able to market towards student of MVHS with our own 3D model of the MVHS logo**

**Part F: Channels**

**A video being made would be a great way to get the word out of our business, if teachers showcase our video we could be able to get students and even teachers involved. If we start to get a little more popular we could be able to social media page so that people can place orders and say what they want on the case.**

**Part G: Customer Segments**

**Highschool students (grades 9-12) also Miramichi Valley Alumni (because they would want to support school made products)**

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

**Cost STRUCTURE: The most important thing in our opinion is being able find the unit price for each case. By either measuring or weighing each phone case and finding how much it would cost for one case to be made. We would also put labor into perspective as well. We think that the filament would be costly if we are to buy a different material/type.**

**Revenue Streams: The main value that the customer would be paying for is customization. Currently for a phone case you are paying up to 40 dollars which is outrageous. With our product we will offer your very own phone case for a little cost. We would hopefully get them to order a case by paying with cash and giving us a rundown on what they may want on their phone case.**