

 FINAL PROJECT BUSINESS MODEL

**Name(s): Zack and AJ**

**Project: Custom Stickers**

**Part A: Problem**

* People want custom sticker for their vehicle
* Stickers for phone cases
* Signs

**Part B: Solution**

* Charge money per square foot of vinyl

**Part C: Key Metrics**

* Facebook page (likes)
* Instagram (Like/Followers)

**Part D: Unique Value Propositions**

* Oder form, price per square inch or vinyl

**Part E: Unfair Advantage**

* Nobody else is selling stickers

**Part F: Channels**

**Part G: Customer Segments**

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