

FINAL PROJECT BUSINESS MODEL

**Name(s): Zach Galley, Jared Mizuik**

**Project: Controller case & design**

**Part A: Problem**

**Coming up with a design for a controller, getting a template for different controllers**

**Part B: Solution**

**We will be doing an mv logo, we don’t know yet**

**Part C: Key Metrics**

**The quality of the product, & a healthy customer base.**

**Part D: Unique Value Propositions**

**Charge 1.5 the amount it costs to make**

**Part E: Unfair Advantage**

**We will create a logo for the bottom of it**

**Part F: Channels**

**Contact Jared or myself through social media or IRL**

**Part G: Customer Segments**

**Dividing it into XBOX One and PS4**

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

***Must be paid in cash!***

|  |  |  |
| --- | --- | --- |
| **Cost** | **Blue Printer Filament** | **Approx. $30.00** |
| **Avg Cost** | **Controller Case** | **Approx. $50.00** |
| **Our Price** | **Controller Case** | **Approx. $20.00** |