

**Project Deliverable F: Business Model**  
GNG 2101 – Intro. to Product Dev. and Mgmt. for Engineers  
Faculty of Engineering – University of Ottawa

**Section:** Z  
**Team #:** Z2

**Date:** May 30th, 2019










### **Introduction**

Different business models were introduced to us in our course lecture 10. We will now evaluate these different models and identify the best suitable one for commercializing our team's tactile map. The following will elaborate on our chosen business model in the context of our team project and explore how we concluded that it was best.

### **Chosen Business Model**

The brick and mortar business model seem to be the most suitable for commercializing our tactile map. A brick and mortar business is a traditional business that serves its customers within a physical location. Examples of brick and mortar businesses include grocery stores, banks and retail shops. Crucially, since our targeted users are visually impaired, they must be able to come into contact with our map in order to actually understand, interact with and test it before deeming it worthy of being purchased.

## Business Model Canvas

<p><b>Key Partners</b> </p> <ul style="list-style-type: none"> <li>Graham Spero, accessibility advisor</li> <li>The Parliamentary Precinct Accessibility Advisor Committee</li> <li>University of Ottawa</li> <li>The Public Health Agency</li> </ul>	<p><b>Key Activities</b> </p> <ul style="list-style-type: none"> <li>Product Development &amp; Management</li> <li>Clients Meetings</li> <li>Team Meetings</li> <li>Prototypes Building</li> </ul>	<p><b>Value Proposition</b> </p> <ul style="list-style-type: none"> <li>Product is custom built</li> <li>Low price</li> <li>High quality</li> <li>Offers diverse map styles (portable/ stationary)</li> </ul>	<p><b>Customer Relationships</b> </p> <ul style="list-style-type: none"> <li>Email</li> <li>Customer Service</li> <li>Telephone</li> <li>Online web page</li> </ul>	<p><b>Customer Segments</b> </p> <ul style="list-style-type: none"> <li>Companies / Organizations looking to introduce accessibility measures for visually impaired persons.</li> </ul>
<p><b>Key Resources</b> </p> <ul style="list-style-type: none"> <li>University of Ottawa's MakerSpace</li> </ul>		<p><b>Channels</b> </p> <ul style="list-style-type: none"> <li>Sold at a physical location</li> <li>Delivered if custom built</li> </ul>		
<p><b>Cost Structure</b> </p> <ul style="list-style-type: none"> <li>Fixed cost such as 3D printing filament</li> <li>Product development</li> <li>Running Cost (Rent, Hydro, etc)</li> <li>Salaries</li> </ul>			<p><b>Revenue Streams</b> </p> <ul style="list-style-type: none"> <li>Map Sales</li> <li>Consultation fees</li> <li>Map Design fees</li> <li>Tactile Map parts (audio components)</li> </ul>	

## Core Assumptions

Visually impaired individuals have a hard time navigating through unknown spaces. A custom built tactile map for those foreign spaces would help visually impaired individuals more confidently navigate through those space.

## Feasibility of our Business Model

Our business model is very feasible. It operates in a similar manner as an engineering firm. We will meet with our customer/client at a physical location and discuss the design project (the map itself, materials, textures, cost, etc.). After gathering the required information, we will build the map at our location. Once the map has been produced, our customers will have the option of coming in store to pick up the product and pay for it. Otherwise, the customer would have paid for it in advance and we would have it delivered to them.

## Conclusion

After completing the business model, we can see that our project actually has the potential to be developed into a company and our clients will not be just limited to Graham or The Public Health Agency of Canada. If further developed, we can also help other companies or organizations to design and build tactile maps.