










Business Model Canvas. What's Your Business:

Reinvent the Tray

<p>Key Partners </p> <p>Companies that Supply Parts</p> <ul style="list-style-type: none"> - Will be outsourcing to different companies for multiple parts and necessary technology <p>Payment Processors</p> <ul style="list-style-type: none"> - Allows customers options on how to pay for product rather than just the traditional cash, or cheque - Example : VISA, Mastercard, etc. 	<p>Key Activities </p> <ul style="list-style-type: none"> - Providing accessibility and added independence to users who need help with carrying food throughout food courts <p>Key Resources </p> <ul style="list-style-type: none"> - Quality machinery and parts - Advanced technology 	<p>Value Proposition </p> <ul style="list-style-type: none"> - Providing a product to customers - Product helps users with accessibility issues by acting as a moving tray to allow customers a semi-hand free option compared to the traditional tray where one needs both hands to carry - Universities, Hospitals and other public and private facilities would benefit from the purchase of this tray for their patients 	<p>Customer Relationships </p> <ul style="list-style-type: none"> - Customer Service - Social Media <p>Channels </p> <ul style="list-style-type: none"> - Phone - Email - Social Media pages 	<p>Customer Segments </p> <p>University of Ottawa</p> <ul style="list-style-type: none"> - The University has a responsibility as a "fully accessible" campus to make the campus as accessible as possible - Has a need to purchase products to make the university more accessible <p>Other Facilities with Food Courts</p> <ul style="list-style-type: none"> - Want to make food court more accessible for customers and patients - Example: Hospital Cafeterias, Mall Food Courts, etc.
<p>Cost Structure </p> <ul style="list-style-type: none"> - Materials and parts - Development, design and start up costs (prototypes) - Cost to mass produce - Business running costs - Payroll for employees 		<p>Revenue Streams </p> <ul style="list-style-type: none"> - Purchases from potential buyers (eg. University of Ottawa, Hospitals, Private Facilities, etc.) - Possibility of renting out product to events 		