Deliverable G

What is our business?

Our business involves manufacturing wheelchair skis that allow people in wheelchairs to get through heavy snow and ice easily. Skweels ™ is the name of our business and we pride ourselves in being able to help people who face challenges that most people may see as not challenging at all. We have developed a ski that is easily installed and works better than the typical wheelchairs wheels.

Business Model Canvas

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| How? | |
| Key partners  Suppliers   * Our manufacturers would be anyone who create Rubber Treads nuts, bolts at various type of sizes.   + Eg. Home hardware, Rona, Home Depot, etc... * Our providers would be anyone who have any raw materials such as aluminum, carbon fiber, and 3D printer filament.   Partners   * University of Ottawa   + Resources such as softwares, 3D printers, makerspace, brunsfield, etc. | Key activities  Activities   * We need the following criterias:   + people and/or machines to manufacture and/or to produce our product,   + professionals to create models and schematics,   + trained professionals to create our product in different segments,   + salesman to sell and advertise the product, and   + delivery man to deliver out our product. |
| Key resources  Resources   * Our potential resources are nuts, bolts, rubber treads, aluminum metal, carbon fiber, 3D printer filament, wood, and wood coating. | |

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| What? |
| Value Propositions  Addressing Problems or Needs   * Our clients’ problem is that they want a product that allows their wheelchair to move more freely through the snow. * The proposed solution is to create skis for the wheelchair. * The purpose of the product is to allow people in wheelchairs to move more freely through the snow. * Our customers will love us because the cost to manufacture the product is very little, so we don’t need a lot of money to manufacture it and that fact brings down the total price. |

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| Who? | |
| Customer Relationships  Relationship   * Our clients are our customers. * We are the product makers, designers, suppliers, and manufacturers. | Customer Segments  Value   * We are creating value for people who are in wheelchairs and who want to move more freely in the snow. * Our product is only for a niche market, and our most important clients are our current clients and then anyone else who require our wheelchair skis product. |
| Channels  Delivery   * We will deliver our products to our clients in person, and we don’t need any third party delivery companies. | |

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| How much? | |
| Cost Structure  Material cost   * The following materials that we need are   + Metal pieces   + Screws, washers, nuts, and bolts   + 3D printer filament   + Rubber treads   + Hinges   Wages/employee benefits   * We give our employees at least minimum wage, and we cover employee healthcare, electricity, and insurance. | Revenue Streams  Method of Revenue   * Our business will make money by selling our wheelchair skis, and we can become partners with other skis companies to earn more profit. * Our revenue system will be selling our product through our website such that anyone can buy it from there. * We will set the pricing relative to the cost of manufacturing and cost of materials by multiplying the combined total price of manufacturing and materials by 1.5. * For example, if the total cost of the manufacturing and materials is $50, then we’ll sell our product for $50 \* 1.5 = $74.99. |

Business Model

The best business model for our particular type of business would be the “Razor Blade” business model. We can sell our product for an affordable price (ie. less than $100), so we can sell our products in more quantities. We will also have more winter items (eg. winter gloves, boots, toque, etc..) for a cheap price to sell, so those winter items will be integrated as consumable supplies for our main product. For example, Gillette Fusion sells razors as their main product for $7 while also selling razor blade for $1 each, $4 per package.

Core Assumptions

Our core assumption is that we have a sustainable market for our company to make profit, and we assume that the market is willing to pay for our given price.

For our core assumption, our product is only targeted towards a very niche market, and that niche market is people who are in wheelchairs who want to easily travel through the snow. However, a very big possible problem is that we might not have enough people to buy our product, and this problem is very bad for us because we might not make enough money for our product to be sustainable and profitable for the future.

Furthermore, since our product is only targeted towards a very niche market, we would have to set a reasonable price on our product, so our customers will be willing to pay our given price. Likewise, if we do not set a reasonable price on our product, then our customers will look for other alternatives, and we definitely will not be able to make money.

Validate Riskiest Assumptions

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| Validation Board | | | |
| Track Pivot | Start | 1st Pivot | 2nd Pivot |
| Customer Hypothesis | When my assistance is pushing me through the snow, the wheels of my wheelchair eventually will stop moving forward because they become stuck in the snow, or my wheelchair will stop moving forward because the snow is too thick for my wheels to go through. |  |  |
| Problem Hypothesis | The wheelchair will eventually get stuck in the snow because the wheels of the wheelchair can not pass through the thick snow. |  |  |
| Solution Hypothesis | Our team can create and build skis that can be attached to the wheels of the wheelchair, so this item can help wheelchairs move through the snow. |  |  |

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| Design Experiment  -More people than just our Clients would want to buy the wheelchair skis.  -Our customers will love us because the cost to manufacture the product is very little, so we don’t need a lot of money to manufacture it and that fact brings down the total price.  -3-D printed skis will be able to bear the load of the client as well as the weather conditions. | Riskiest Assumption  More people than just our Clients would want to buy the wheelchair ski |
| Method  Ask multiple wheelchair bound people whether they would be interested in such a product. |
| Minimum Success Criterion  15/20 people must say yes to this question |

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| Invalidated | | Validated | |
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| 3 | 4 | 3 | 4 |
| 5 | 6 | 5 | 6 |