








EZ·INLAYS


HELPING YOU CRAFT HEIRLOOM QUALITY ITEMS OF INTEREST AND BEAUTY




BUSINESS MODEL CANVAS

VERSION 2.2

<p>Key Partners </p> <ul style="list-style-type: none"> • Tool, materials, and template manufacturers • Social media specialists • Video editing specialists • Woodcraft / Rockler store owners 	<p>Key Activities </p> <ul style="list-style-type: none"> • Product demos • New designs and projects • Create tutorials and presentations 	<p>Value Proposition </p> <ul style="list-style-type: none"> • Safe / EZ way to woodwork • Complete kits • Build heirloom quality items • Variety of kits • Low cost of entry • Reusable • Custom designs 	<p>Customer Relationships </p> <ul style="list-style-type: none"> • Social media conversation • Community building events • Demonstrations and tutorials • Teaching 	<p>Customer Segments </p> <ul style="list-style-type: none"> • Kristie the Craft Person • Keith the woodworker • Mr. Peyton the shop teacher
	<p>Key Resources </p> <ul style="list-style-type: none"> • Designs • Presentations / How To Build • Content 		<p>Channels </p> <ul style="list-style-type: none"> • On line • Bricks and Mortar • Resellers 	

<p>Cost Structure </p> <ul style="list-style-type: none"> • Manufacturing / packaging / shipping • Marketing • Demonstrations / Make -n- Takes • Administrative costs

<p>Revenue Streams </p> <ul style="list-style-type: none"> • Kit purchases • Repeat material purchases • Bulk fulfillment orders • Custom Designs
