

Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> - FAMU-FSU College of Engineering - Shoe Manufacturer 	<ul style="list-style-type: none"> - Build and test selected prototype - Patent Design - Focus on Web Development 	<ul style="list-style-type: none"> - Two shoes for one price. - Can easily transition between fashionable state and flat state to alleviate pressure caused by heels. - Conventional for professional settings 	<ul style="list-style-type: none"> - Easy exchanges - Favorable customer service - Self-service 	Women
	<p>Key Resources</p> <ul style="list-style-type: none"> - Investors - Strong Employee Base - Return Customers - Marketing Plan 		<p>Channels</p> <p>Social Media, particularly Instagram and YouTube (have potential to partner with famous beauty blogger); own website; advertisement both digital and physical (in magazines targeted towards women, Cosmopolitan, Seventeen, Elle, Glamour)</p>	
Cost Structure		Revenue Streams		
<p>Start-up cost (cost to prototype and test); advertising cost (cost to acquire a customer); patenting cost; cost to acquire product (product cost per piece); upsell cost (sell different heel types); shipping costs; marketing costs; branding</p>		<ul style="list-style-type: none"> - \$1000 from the FAMU-FSU College of Engineering - Shoe revenue of 4X the Direct Cost 		