Modelo CANVAS

The Business Model Canvas

Designed for: | Designed by: | Date: | Version:

Key Partners

- Key partners: Schools, municipalities, and companies
- Ideal for: Campuses, parks, and corporate outdoor spaces
- For companies: Enhances employee well-being outdoors
- For schools: Enables nature-based learning
- For municipalities: Improves public spaces for all residents
- Eco-friendly & tech-integrated: Sustainable and modern
- Versatile impact: Supports diverse users and environmental goals

Key Activities

- Direct sales to parks, municipalities, and organizations
- Feature-rich workstations with solar-powered sustainability
- Installation & maintenance support for customer satisfaction

Key Resources

- Durable materials to prevent vandalism
- Solar power & Wi-Fi for reliability
- Engineering & IT teams for innovation and support
- Efficient production & logistics for smooth distribution
- Cloud-based system for remote monitoring

Value Propositions

- Movable, tech-smart bench for outdoor workspaces
- Ergonomic seating & fast Wi-Fi for comfort and productivity
- Solar-powered & weatherproof for sustainability
- Solves workspace issues for remote workers and students
- Ideal for cities, urban planners & universities
- Smart, adaptable design to enhance public spaces

Customer Relationships

- Self-service & automated services for users
- B2B model targeting municipalities and universities
- Digital integration via mobile app & online booking
- Main costs: Digital tools, payment systems & maintenance

Channels

Customer Channels:
- B2B Sales: Municipalities, universities, companies
- End Users: Social media, mobile apps, local events

Integration & Access:
- B2B: Direct sales, partnerships, tenders
- End Users: App-based booking, public installations

Cost-Efficient Channels:
- B2B: Grants, business networks
- End Users: Social media, word-of-mouth

Channel Phases:
- Awareness: Events, social media
- Purchase: Contracts, app-based rentals
- Delivery: Public work hubs
- Support: Maintenance, digital tools

Customer Segments

Primary Users (End Customers):
- Remote workers seeking a fresh environment
- Students needing more workspace
- Entrepreneurs looking for inspiration
- Tourists needing a work spot on the go
- Local citizens wanting to relax in nature

Primary Buyers (Direct Customers):
- City governments investing in smart urban spaces
- Business districts enhancing outdoor work hubs
- Universities promoting sustainable, modern campuses

Multi-Sided Model:
- Direct customers provide and manage the product
- End users rely on awareness and accessibility
- Interconnected demand ensures value for both groups

Cost Structure

- Value-driven with a focus on premium offerings
- Fixed costs: Salaries, production, rent, and utilities
- Variable costs: Advertising, flyers, and posters
- Shared resources between park and floating products

Revenue Streams

- Direct Sales: Municipalities, universities, and companies purchase workstations for public or private use.
- Subscription & Leasing: Businesses lease units as employee or customer amenities.
- Monetization Options:
  - Free Public Use – Offered by governments or universities.
  - Pay-Per-Use / Membership – Charged by private operators.
  - Sponsorship & Advertising – Brands fund installations with subtle promotions.
- Estimated Price per Unit: €3,000–€4,000.

CANVAS Business Model

Customer Segments

For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Our customer base is divided into two main types:

- **Primary users, that are our end customers. These include:**
  - **remote workers, who can and want to change the environment**
  - **students, who have insufficient amount of space for working individually or in groups, and want a get away from the basic classroom**
  - **entrupreneurs, needing the inspiring fresh environment**
  - **occasionally tourists in need of a work spot while travelling when something is an urgent matter back at work**
  - **local citizens, who want to spend time or relax in nature**
- **Primary buyers - our direct customers who are to purchase our product for the end users to use efficiently, as well as provide the space and manage all the legal aspect of containing the space of location of our product. These include:**
  - **city governments, who want to invest in the smartification of the urban infrastructure of the city for their citizens, going for the concept of modern cities**
  - **business districts who want to expand their available working hub promoting connection to nature and its effect on mental well-being of their employees**
  - **universities and educational institutions, which want to make campuses more sustainable, modern and giving students more various hubs for collaboration, while also promoting the nature and well-being**

We are creating multi-sided platform, as we target users both directly and indirectly with our product, each in different way and interconnected. Direct customers will have no reason to purchase our product, if the product lacks the promotion to the end users, while end users will not be able to access the product without the direct customers providing it to them, being a link from our distribution to them.

CANVAS Business Model

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

We give a comfortable, movable, and tech-smart bench that makes outdoor spaces pleasurable for working together. It has good seating, can move around, fast Wi-Fi, solar power, and works in any weather. We solve the problem that many remote workers do not have enough space to work from home and may struggle with finding a suitable workplace. Our smart bench provides a comfortable and ergonomic workspace in nature, allowing people to work in a more relaxed and inspiring environment. This not only improves their productivity but also enhances their overall work-life balance. We are offering workstations for cities and urban planners who want to make the city more attractive for freelancers and employees working from home. Also for universities that want to provide a new and better experience for students who wish to work from outside. We offer ergonomic seating and workspaces for remote workers and students to work comfortably outdoors, boosting productivity. We provide reliable Wi-Fi and charging options for easy connectivity. Our smart benches adapt to the environment with mobile or adjustable positioning for user comfort. We use eco-friendly, solar-powered energy for sustainability. Lastly, we help cities upgrade public spaces with smart infrastructure, creating outdoor coworking areas that benefit both people and the urban setting.

CANVAS Business Model

Customer Relationships ♥

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

The expected relationships are as follows: self-service and automated services. These are also the services we want to establish. We sell our products to municipalities and universities, which then make them self-service for students and workers. It's a B to B relationship. These customers will be integrated into the model via digital tools such as a mobile application and online reservation systems. The main cost for this segment would be investment in digital tools such as the mobile app, online booking system and automated payment management. This also includes the cost of maintaining work equipment (wifi, electrical outlets, solar panels).

CANVAS Business Model

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES
1. Awareness
  How do we raise awareness about our company's products and services?
2. Evaluation
  How do we help customers evaluate our organization's Value Proposition?
3. Purchase
  How do we allow customers to purchase specific products and services?

- **Through which Channels do our Customer Segments want to be reached?**

Municipalities & Companies: Business meetings, government tenders, sustainability fairs.
End Users (Remote Workers, Tourists, Students): Social media, mobile apps, local events, and city projects.

- **How are we reaching them now?**

We are not reaching them now.

- **How are our Channels integrated?**

A multi-level approach: direct sales to municipalities/private companies, while remote workers interact via public spaces and digital services.

- **Which ones work best?**

B2B: Direct sales & public-private partnerships.
End Users: Digital marketing & partnerships with co-working spaces.

- **Which ones are most cost-efficient?**

For B2B: Government grants & business networks.
For End Users: Social media & word-of-mouth marketing.

- **How are we integrating them with customer routines?**

Seamless access via work hubs in parks, universities, and travel areas, plus app-based booking/rental systems.

CHANNEL PHASES:

1. **Direct Customers (Municipalities & Private Companies)**
2. *** Awareness: Government and corporate presentations, tenders, sustainability conferences**
3. *** Evaluation: Live demos in city centres, co-working pilot projects**
4. *** Purchase: Contracts, public procurement processes, bulk order negotiations**
5. *** Delivery: Professional installation at selected locations**
6. *** After-Sales Support: Maintenance contracts, service teams**
7. **End Users (Remote Workers, Students, Tourists)**
8. *** Awareness: Social media, travel blogs, influencers**
9. *** Evaluation: Public trials, testimonials, and reviews**
10. *** Purchase: Free public access or rental via a digital platform**
11. *** Delivery: Available at city parks, campuses, transport hubs**
12. *** After-Sales Support: Customer feedback systems, app-based support**

CANVAS Business Model

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES	FIXED PRICING	DYNAMIC PRICING
Asset sale	List Price	Negotiation (bargaining)
Usage fee	Product feature dependent	Yield Management
Subscription Fees	Customer segment dependent	Real-time-Market
Lending/Renting/Leasing	Volume dependent	
Licensing		
Brokerage fees		
Advertising		

For co-vinient, our primary revenue stream comes from selling our outdoor workspaces to municipalities, companies, and institutions that aim to provide flexible, ergonomic, and technology-equipped outdoor working spaces for public or private use. Our target users include students, remote workers, tourists, and anyone who needs a workspace in nature. While traditional outdoor seating (like benches in parks) is typically free, a premium, well-equipped outdoor workspace—with adjustable furniture, high-speed Wi-Fi, and charging stations—may involve a fee, depending on the area and the business model of the purchasing entity (a city government or a private company).

Currently, most people work or study in cafés, where they indirectly pay for their workspace by purchasing drinks or food. Our model allows local authorities, universities, or private businesses to decide how they monetize access—whether offering it for free, through a pay-per-use system, or as a membership service. Revenue Model:

1. **Direct Sales to Cities & Companies – Municipalities, universities, or corporations purchase and deploy Workstation setups in public parks, campuses, or business districts.**
2. **Subscription & Leasing for Businesses – Companies can lease Workstation units to offer as an amenity for employees or customers.**
3. **Public or Private Monetization – The buyers (cities, companies, etc.) decide on the access model:**
- **Free Public Use – Governments or universities may offer it as a public good.**
- **Pay-Per-Use / Membership – Companies or private operators could charge users for premium access.**
- **Sponsorship & Advertising – Brands might sponsor installations, featuring subtle ads or promotions.**

Estimated price per unit – 3000-4000 Euros

CANVAS Business Model

Key Activities ☑

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATERGORIES
Production
Problem Solving
Platform/Network

We need to manage direct sales, selling directly to parks, municipalities or other organizations. It is essential to develop a workstation with several features and use solar panels to incorporate a sustainable process to create energy. We also need to provide support for the installation and maintenance of the workstation, ensuring customer satisfaction.

CANVAS Business Model

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

We require high-quality materials to ensure durability and minimize the risk of vandalism. For sustainable energy, solar panels combined with a battery are essential to provide uninterrupted power, while integrated Wi-Fi modules ensure reliable connectivity. A team of engineers is necessary to develop and continuously improve our products and introduce new variations. In terms of manufacturing, access to multiple suppliers for all components, along with well-equipped assembly facilities, is crucial for efficient production. Additionally, a logistics network is required to ensure smooth distribution. A cloud-based system is essential for remote monitoring, enabling secure data transmission and seamless connectivity. This system requires a dedicated IT team to always maintain and support its operation.

CANVAS Business Model

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquairing from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

Our key partners include educational institutions, municipalities/cities, and private companies. Our product is designed for nature-immersive learning and working, making it an excellent fit for school campuses, public parks, and corporate outdoor spaces. Companies can offer the product to their employees to promote well-being, schools can provide it to students to enable nature-based learning, and municipalities can make it available to all residents to enhance the usability of public spaces. Our product combines eco-friendly design with modern technology, supporting environmental goals and delivering versatile benefits to a wide range of users.

CANVAS Business Model

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Our business is value driven, because we are focused on value creation and premium value proposition. The fixed costs are the salaries of our employees, the costs of producing the product, the rent of our offices, and the bills of water and electricity, whereas the variable costs are promotion with advertising, flyers and posters. The concept of having a main product for parks and another small product floating on a lake allows us to share resources such as technology and design.