

Business Model Canvas

Designed for:

Mild

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1

Key Partners

Our partner for bringing our product on the market, as well as for research would be psychologists that believe in our product. We need them to help us get our product on the market.

We also need to get our technology from all kind of suppliers. We need a lot of materials and they contribute to the product themselves.

Other partners would be the customers themselves because they have to track their anxiety all the time to use the product correctly.

Key Activities

Our company provides help for people struggling with anxiety. We want to make their daily life easier and better by putting out technological gadgets in the market. We sell them through our website and in stores. We build up our customer relationship by always building our products according to the needs of the client.

Key Resources

To get our product on the market we need a good website, a good social media platform, a way to get to people struggling with anxiety for example psychologists. Practically we need to build a tracking bracelet, so we need a tracking device that can be connected to an app, we need the app itself, we need the case in different forms to the needs of the customer, the headphones, packaging for the whole product and a shipping service.

Value Propositions

We bring out headphones, a case and a tracking bracelet as our newest product. The product is called Mild.

Hereby we try to bring calmth, rest, peace,... in the life of our customers.

We try to help solving their anxiety issues that they struggle with in daily life.

We provide them with Mild, a tool that they have with them all the time. It includes an anxiety-tracking bracelet. So when the bracelet tracks that you're in an anxious mood, it will tell you to use our tool. The tool includes earphones and a case for the earphones. You can use the earphones in situation where it is okay to listen to music/separate yourself from the world, and the case in other situations. Mild provides you with calming sounds, music adapted to your mood, breathing exercises, a distraction tool on the case, a calming smell and feel to it, vibrations to help you breathe and a companion in every situation.

Customer Relationships

We want to create deep and good customer relations because it's important in our target audience. The people using our brand should know we try to adapt the products exactly to their needs. For example we will change the cases, so the customer can choose what he/she thinks is helpful for them (smell, feel, vibration,...)

Channels

We will promote our tools as well on a website and social media, which is a cheap form of getting our product on the market. But we will also try to get our product on the market by psychologists that could sell/recommend our product to their patients.

We will have to put effort into this, by proving our concept works to these psychologists.

Customer Segments

Our customers are people who struggle with anxiety in daily life. This may not seem like a big audience, but it is. 1/10 people struggle with anxious feelings in daily life, and according to our own tests it may be even more.

By anxiety we mean big anxiety attacks, but we certainly also mean the normal anxious feeling that a lot of people deal with on a daily basis: too busy metro's, stress for a presentation, car drives, air plane anxiety,...

We would reach out to them through their 'mental illness', although our product could also be used by people who don't struggle everyday. We want our customers to be able to use our product in both states, anxious-period, or normal period. The tracker should be worn on the anxious days/periods, if you don't struggle for a while you can only use the earphones and case, without the tracking function.

Cost Structure

The main goal of the product Mild is to help our customers with their problem in a convenient, easy and cheap way.

Headphones, especially with a tracking system is of course still a product that we can't sell on a very low price, but we try to keep the costs as low as possible so we can sell the product to a 'low' price as well.

Costs we make for the product:

- Materials
- Shipping of materials
- Shipping of product to customer
- Packaging
- Advertising
- Website

Revenue Streams

The value we want to highlight, what makes us different than other people, is the fact we track your anxiety level, so you don't have to feel yourself when to use our tool, because if we would do that, it's usually too late.

That's what makes our product a better product than other anxiety tools. It of course makes it more expensive, because it is combined with earphones. Earphones are on the market a lot these days, but not with the same calming, soothing results as ours. There's so much more that comes with our product than normal earphones.

I think people who struggle with anxiety would like Mild a lot, and are going to be willing to pay for it, because it helps their problem in a way nothing else can.