



WilderNests

Business Canvas Model



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CS | Customer Segments

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

MARKET TYPES:

Mass Market

Niche Market

Segmented

Diversified

Multi-sided Platform

**High End Clients
for funding**

**Luxury Builders
for innovating**

**Sustainable Designers
for promoting,
specifying & publishing**

Niche Market

**High Net Worth
Customers -willing to
pay**

nature lovers

want something unique

**want comfort and
nature**

protect nature

**care about the
environment**

VP | 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

	Novelty / Innovation
Immersion / Experience	Staycations
Retreat	Preservation / Conservation
Customization	Education
Status / Branding	Design / Quality

combine nature with indoor living

eco friendly , sustainable

provide comfort and amenities with outdoor feel

CH | 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?

4. Delivery

How do we deliver a Value Proposition to customers?

5. After sales

How do we provide post-purchase customer support?

Lifestyle Magazines & Brands

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Social media platforms

Nature blogs

outdoor magazines

CR | 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

**Certified WilderNest
Building Professional**

**Dedicated staff and
customer service**

**Complimentary
Inspections**

**provide two options
let customer choose**

**personal assistance
costly**

**self service
least expensive**

**provide directions and
guide customer through
the process**

**provide online
resources for customer**

R\$ | 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:

Asset sale

Usage fee

Subscription Fees Lending/Renting/Leasing

Licensing

Brokerage fees Advertising

FIXED PRICING:

List Price

Product feature dependent Customer segment dependent Volume dependent

DYNAMIC PRICING:

Negotiation(bargaining)

Yield Management Real-time-Market

Post-Occupancy
Upgrades & Add-ons

Performance Testing

Warranty, Service,
Maintenance Contracts

Training

Education

willing to pay for design

provide services as a
monthly subscription

one time assistance

KR | Key Resources

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

TYPES OF RESOURCES:

Physical

Intellectual (brand patents, copyrights, data)

Human

Financial

Patents, Trademarks,
Intellectual Property

Blogs

Instagram

Word of Mouth

Client Referrals

staff to provide
personal assistance
services

social media, blogger

KA | Key Activities

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

CATEGORIES:

Production

Problem Solving

Platform/Network

Photography

3D Models

White Papers

Walkthroughs

Case Studies

Installations

Scholarly Articles

Internships

**ongoing updates to
social media and blog**

**reach out to customer on a
regular basis to provide helpful
information to maintain their
interior wilderness**

**offer helpful resources,
some free, some at a
reasonable cost**

KP | Key Partners

- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Resources are we acquiring 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

eco builders, suppliers

local plant providers

LEED / USGBC

Associated General
Contractors of America

Biomimicry Institue

American Institute of
Architects

Living Futures Institute

American Society of
Interior Designers

Life’s Principles

C\$ | 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

Construction Materials

Construction Labor

Design Fees

Prototyping

Mechanical Integrations

Mock-ups

building phase

staffing

Customer contact