



WilderNests

Business Canvas Model





Michelle Santos

CS | Customer Segments

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

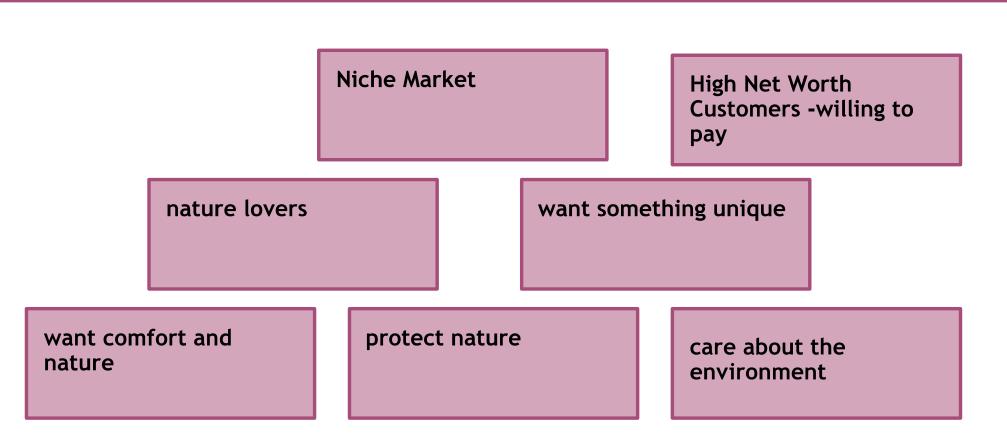
MARKET TYPES:

Mass Market Niche Market Segmented Diversified Multi-sided Platform

High End Clients for funding

Luxury Builders for innovating

Sustainable Designers for promoting, specifying & publishing



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?

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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 costefficient?
- 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

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

LEED / USGBC

Associated General Contractors of America

Biomimicry Institue

American Institute of Architects

Living Futures Institute

American Society of Interior Designers

Life's Principles

eco builders, suppliers

local plant providers

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

Mock-ups

building phase

staffing

Customer contact