



Creating **Your** Business Model Canvas





## The Business Model Canvas

**An Easy Way to Refine Your Idea & Define Your Brand.**

**Close your eyes & imagine it's five years in the future.**

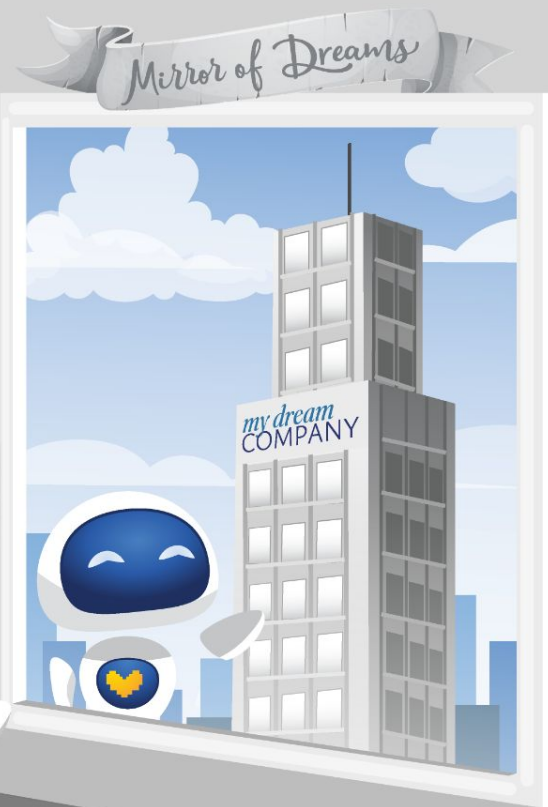
**What does your dream company look like?** When your customer sees your logo on the side of that skyscraper, how do they *feel*? What do they *think* about *who* you are, *what* you do for them, and *why* you do it?

Answering these questions is the key to defining your **business & brand**.

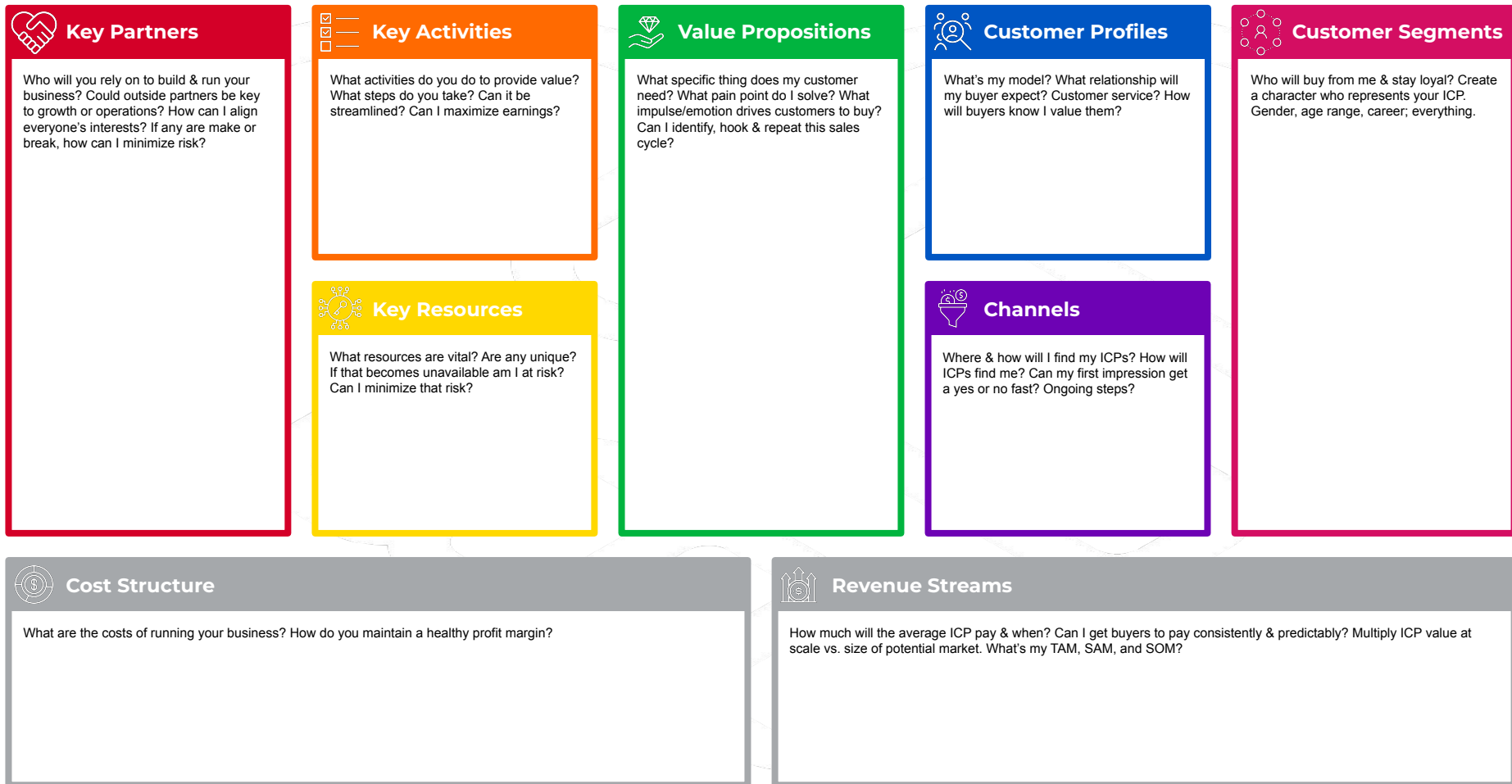
**Brands are effective when they're strategically meaningful**. A brand tells your story, both visually & verbally. It makes your company recognizable & memorable.

**Let's build your perfect business!** We'll use the **Business Model Canvas** to define the *what* & *why*. The **Brand Model Canvas** will discover the *who*; your identity & the emotions behind your business.

**We'll use all this info to create your perfect business & brand, together!**












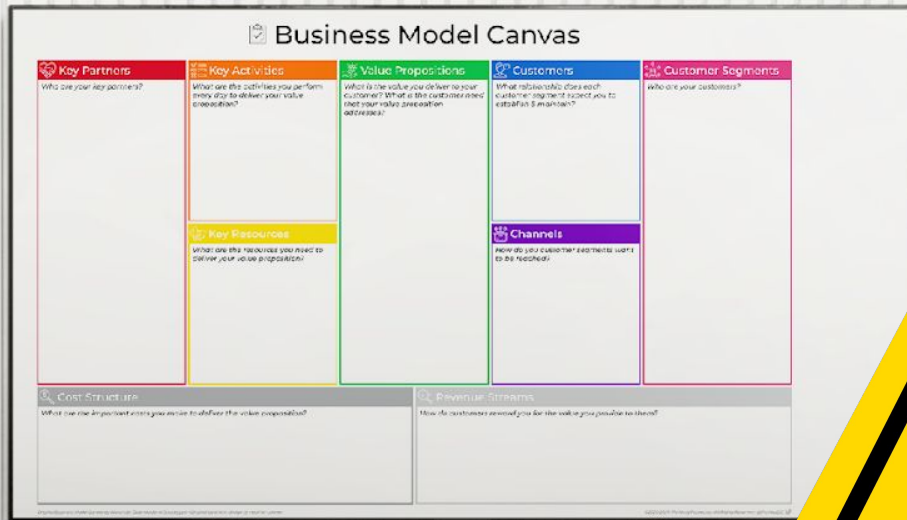
**Print pages 3 & 4 to fill them out by hand!**



# CEEMO • BRAND MODEL CANVAS

Refine your value, define your brand. Distill to **3 keywords** per segment.

 <h2>Thoughts &amp; Feelings</h2> <p>Imagine it's 5 years in the future &amp; your ideal customer sees your logo for the first time. What do you want them to think about who you are? How do they feel?</p>	 <h2>Key Activities</h2> <p>What makes your company unique? What does the world need to know about you?</p>  <h2>Keys to Growth</h2> <p>Are resources unique to your brand? What hurdles block your path? Do you need to avoid confusion or negative associations?</p>	 <h2>Values &amp; Solutions</h2> <p>What do your customers need? What pain point do you solve? How does that tie into your mission? What keywords define the value of your overall identity?</p>	 <h2>Relationships</h2> <p>How do your customers relate to you? Who are you to them? How do you build &amp; maintain that relationship? Why does it matter? How does it make them feel?</p>  <h2>Channels</h2> <p>How will customers find you? Where do they shop? What apps do they use? What styles grab their attention?</p>	 <h2>Customer Segments</h2> <p>Define key character archetypes for each customer segment. Who are they? What do they do? Where do they live? What do they care about? Define them as people.</p>
 <h2>Competitors &amp; Market Placement</h2> <p>Who are your main competitors? What do their logos look like? What colors do they use &amp; why? What font styles do they use? How will you both fit into your market &amp; stand out for the right reasons?</p>		 <h2>Your Future</h2> <p>Where will your company be in five years? Think about that &amp; review all your other keywords. Distill all your keywords into 3-4 distinct words that encapsulate your branding goals that will get you where you want to go!</p>		



## 2 Sample Canvases

- 1 Retail Small Business
- 1 Venture Scalable SaaS

**Not Financial Advice**  
Numbers  $\neq$  accurate.



# Sample Canvas • Doggie Tuxedos • B2C/D2C Retail CPG



## Key Partners

- **Suppliers**  
Fabric, Notions, etc.
- **Manufacturer**  
Sewing, packaging, etc.
- **Animal Shelters**  
Brand awareness & corporate giving



## Key Activities

- **Design Clothes**  
Tailored pet formalwear
- **Develop IP**  
Algorithmic tailoring
- **Marketing**  
Site, Sales, SEO, Service



## Key Resources

- **Raw Materials**  
Fabric, Zippers, etc.
- **Product Designs**  
Tuxes, Dresses, etc.
- **Packaging**  
Labels, tags, etc.



## Value Prop

- **Fur Baby Memories**  
Include your dogs & cats in all of life's biggest celebrations.
- **Celebrate in Style**  
Ensure pets look their best at events & in photos, so everyone is included, loved & admired.
- **Custom Tailoring**  
Off-the-rack rarely fits well, uses cheap fabric, and many breeds can't find in their shape. We offer algorithmic patterns that adjust to any pet dimensions.



## Relationships

- **Fashion Party Pal**  
Best stylish friend
- **"Best Man"**  
Georgio Armani
- **"Maid of Honor"**  
Bindi Irwin



## Channels

- **Social Media**  
TikTok & Instagram
- **Event-Focused**  
TheKnot, Bridal mags
- **Online Retail**  
D2C, Chewy, Amazon



## Ideal Customers

- **Pooch in Purse**  
Elle Woods, age 25+, mid-upper class, super fashionista animal fan. Always up on TikTok trends, loves furbaby & wants them to shine!
- **Brides & Grooms**  
Jess, 25+, mid class, love animals & want the best fur-friendly wedding ever!
- **Animal <3 Fams**  
As many pets as kids, families of all kinds, who see pets as an integral part of life.



## Cost Structures

**\$20**

Avg Cost of Goods

Landed product cost • **\$10**

CAC • **\$5**

Packaging, Shipping, Logistics • **\$2**

Avg cost of 20% Return Rate • **\$3**



## Revenue Streams

**\$50**

Avg Profit Per Sale

Average Retail Sale • **\$85**

Average Wholesale Sale • **\$55**

Average Retail/Wholesale Value • **\$70**

5x Purchases per Customer, CLTV • **\$350**

# Sample Canvas • Ceemo.ai • B2B/B2C SaaS



## Key Partners

- **Accelerators**  
Startup support orgs
- **Tech Partners**  
Crunchbase, Google
- **Cause-Focused Org**  
Organizations who are mission-aligned in supporting minority & underrepresented founders.



## Key Activities

- **Develop Software**  
Brand, Marketing, Pitch
- **1:1 Design & Support**  
Supporting Founders
- **Marketing**  
Site, Sales, SEO, Service



## Key Resources

- **Software Dev**  
Algorithm, AI, Full Stack
- **Designers & Experts**  
Creative, Brand, Pitch
- **Tech & Unique IP**  
Brand/Asset Generation



## Value Prop

- **Instant Creative**  
Stay focused on what you do best, rely on us for creative & strategy.
- **Better Growth**  
Startups are hard. Let us reduce 60% of your marketing effort, so you can tell your story. Beautifully.
- **Better Fundraising**  
98% of all venture capital goes to straight white men. We've helped *minority founders* raise **\$200M**. We want to help *you* raise faster & easier.



## Relationships

- **Strategic Designers**  
Creative backed by data.
- **Inside VC Expert**  
Prepped for VC success.
- **Cheerleader**  
You got *this*. We got *you*.



## Channels

- **Support Orgs**  
Accelerators, Partners
- **Event-Focused**  
Conferences, Pitch Days
- **Social Media**  
LinkedIn, Insta, TikTok



## Ideal Customers

- **First-Time Founder**  
You're an expert in your field, you have a great idea. But you're not also an expert in design, VC, writing, & strategy. We got *you*.
- **Med & Tech**  
Used to highly detailed scientific decks. It worked for you before, but fails you in VC.
- **Minority Founders**  
We *are* you. We know the extra uphill battle you face. We know how to increase the odds of success.



## Cost Structures

**\$700k**

Upfront Dev Costs

Staffing • **65%**  
Tech Infrastructure • **10%**  
Marketing • **20%**  
Operations • **5%**



## Revenue Streams

**\$1B**

Opportunity at Scale

Monthly SaaS Subscription • **\$99**  
Yearly SaaS Subscription • **\$599**  
LTV vs CAC at Scale • **\$1,800/\$343**  
Profit per Subscriber • **\$1457**

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invited*

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a new Ceemo  
subscription!



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OFFER EXPIRES 12/31/25



# Want a Little *More* Help? We Got You!

OUR TEAM HAS HELPED ENTREPRENEURS RAISE OVER

# \$200M

## Smarter Brands.

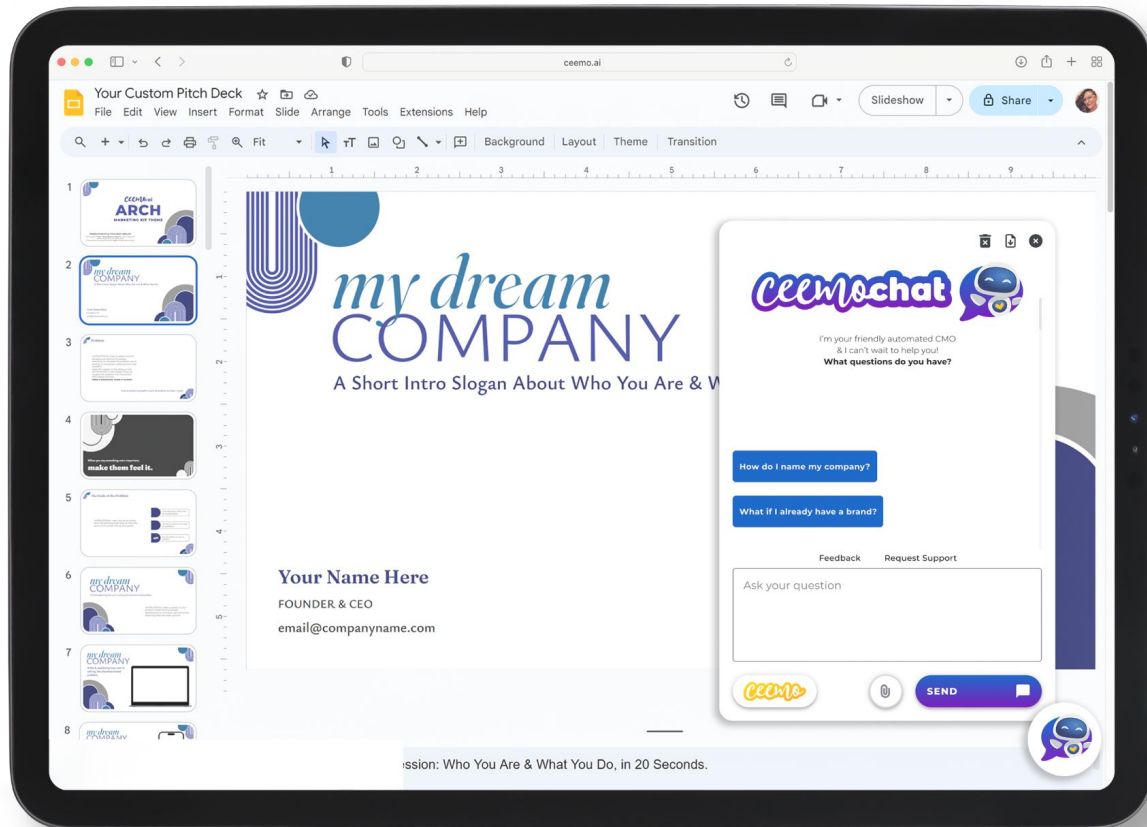
Ceemo's Brand Quiz uses Crunchbase insights to **create customer-focused brands**.

## Compelling Decks.

Your Asset Library instantly generates custom **marketing & pitch assets** in your fonts & colors.

## Instant Support.

Ceemo's AI Pitch Coach helps craft compelling narratives & strategies to serve, grow & fundraise.





Thank You & Good Luck Creating **Your** New Business!



LEARN MORE AT [WWW.CEEMO.AI/CANVAS](http://WWW.CEEMO.AI/CANVAS)

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