

BUSINESS MODEL

CAMAN

A TOOL TO DEFINE & REFINE YOUR IDEA

HEATHER LAWVER
FOUNDER & CEO
HEATHER@CEEMO.AI

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I'M A LIFE-LONG

ENTREPRENEUR

- Age 7: Launched First Community Org
- Age 13: Created 501c3 EdTech Non-Profit
- Age 16: Successful International Boycott

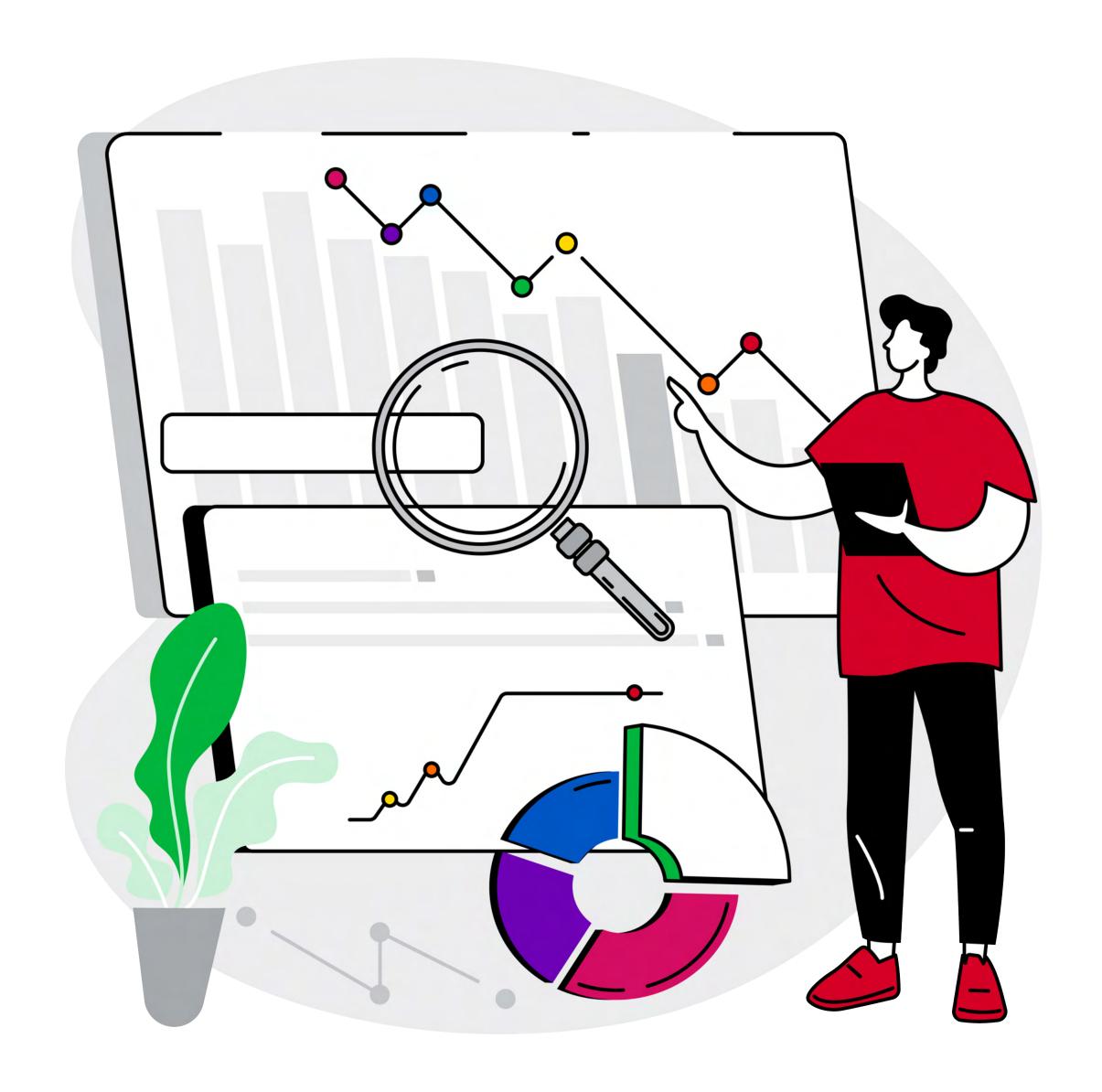
Design. Storytelling. Strategy.

PITCH DECK & FUNDRAISING

SPECIALIST

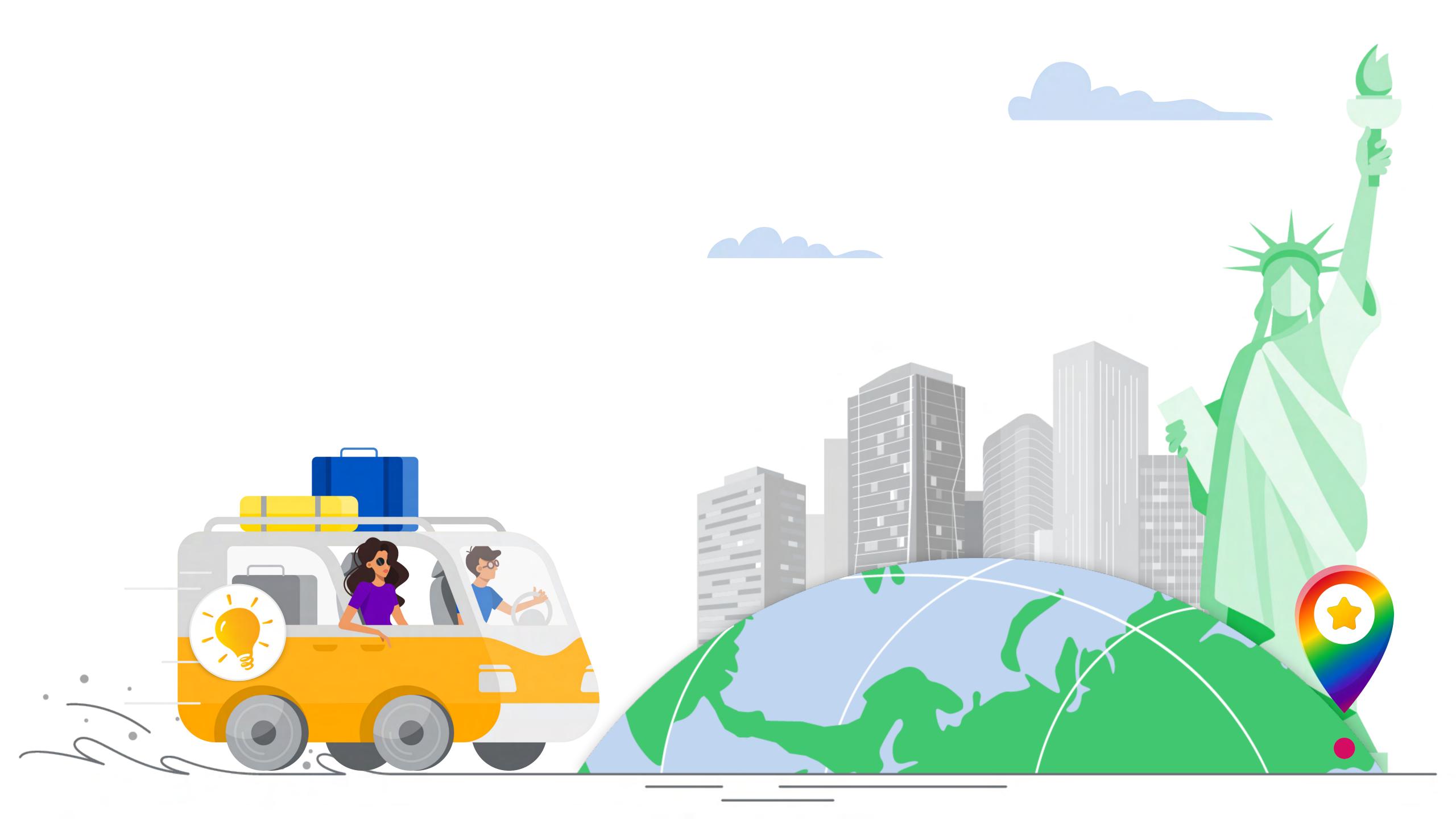
SED IN VENTURE CAPITAL



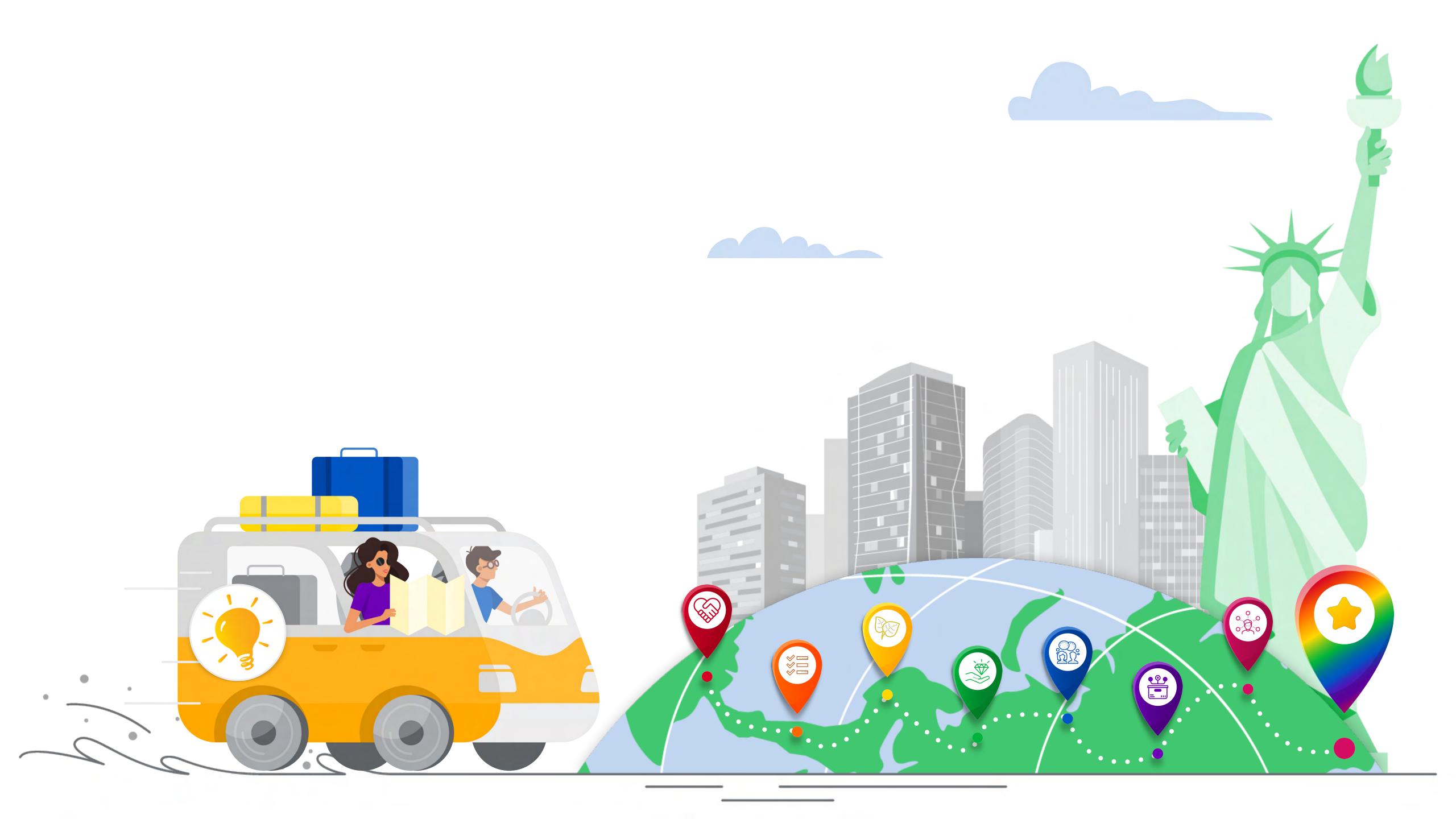


I'VE SEEN, TRIED & TESTED

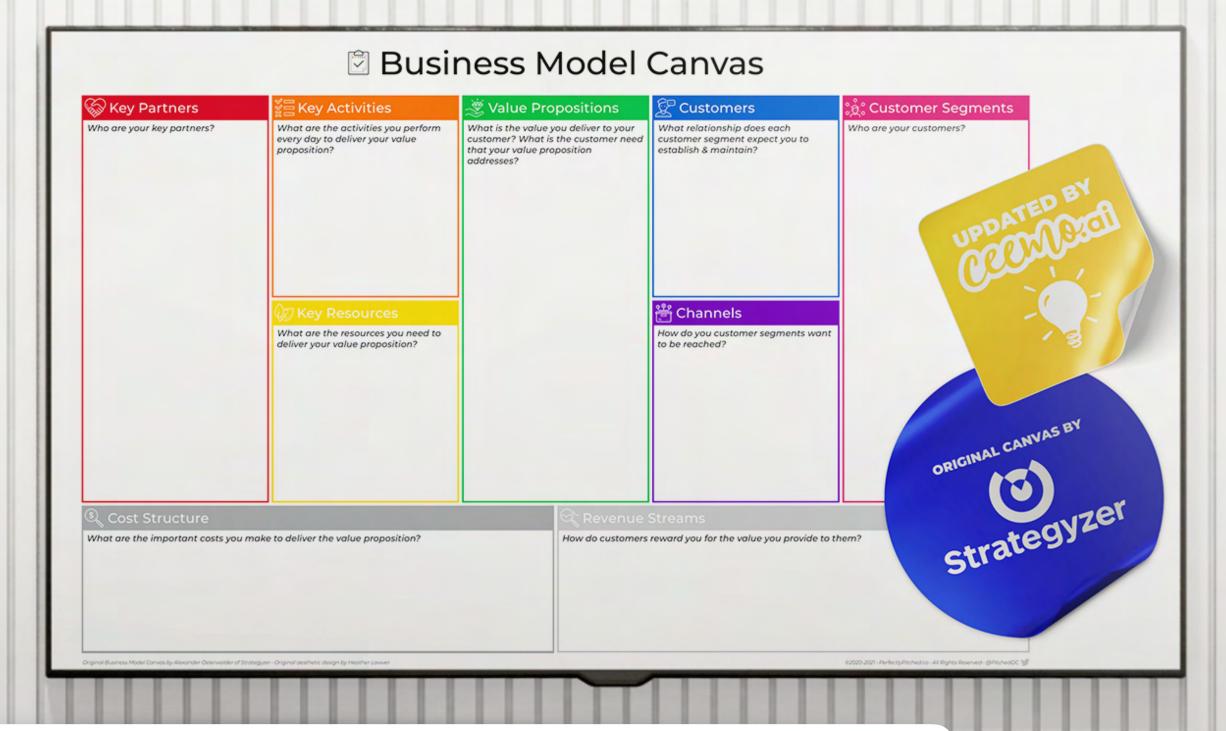
BUSINESS MODEL TOOL, TIP & HACK







FREE ONLINE VERSION • CEEMO.AI/CANVAS



The Business Model Canvas







Key Activities



Key Resources



Value Prop



Relationships



Channels























People

 Who will you rely on to build & run your business?

Organizations

 Could outside partners be key to your growth or operations?

Align Interests

 How can I align everyone's interests for a win-win?

Strategic Challenge

 If any are make or break, how can I minimize risk?





















What Your Business Does

 What key activities do you do to provide value?

Step By Step

 What steps do you take to deliver that value?

Maximizing Efficiency

• Can I **streamline** any steps while maintaining *value*?

Maximizing Monetization

 Can I maximize earnings across each & every step?



















Fueling Key Activities

 What resources are vital to operating your business?

Strategic Advantage?

Are any of your resources
 unique in your industry?

Strategic Risk?

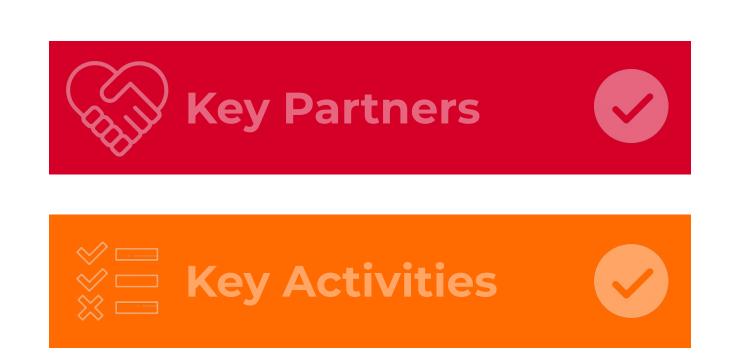
 If that unique resource is unavailable, are you at risk?

Hope for the Best...

 Can you plan for the worst to minimize resource risk?

















All About Needs

 What specific thing does your customer need?

The Root Of It All

• What pain point do you solve?

The Driving Force

 What impulse or emotion drives my customer to buy?





















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Repeatable Value Chain

 Can you identify, hook & repeat this sales cycle?























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How You Identify

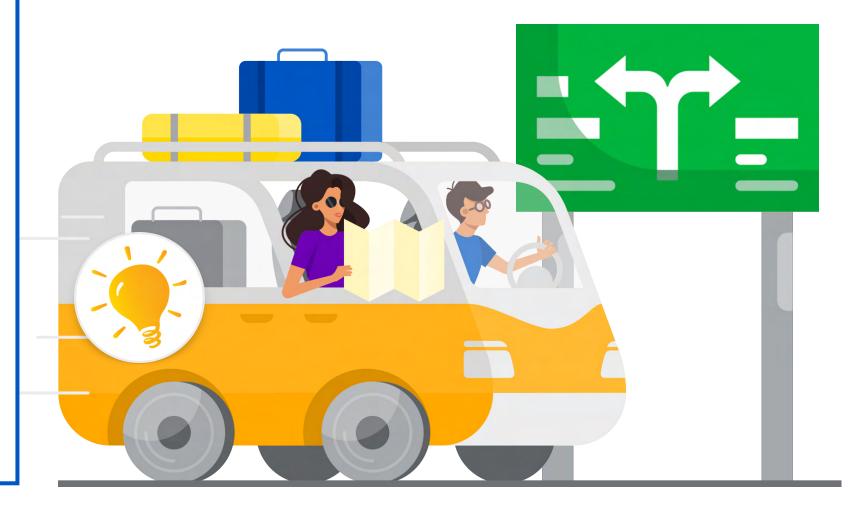
 What's your model? Are you B2B? B2C? D2C? SaaS?

How You Deliver

 What type of relationship will your buyer expect?







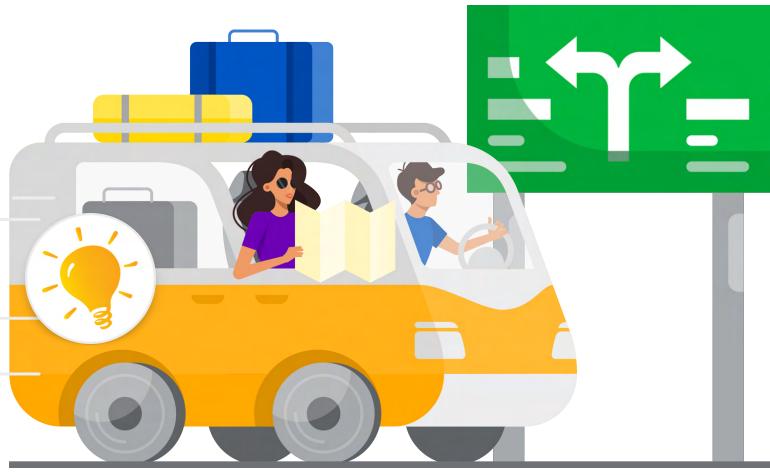






Cost Structure























• What's your **model**? Are you B2B? B2C? D2C? SaaS?

How You Deliver

 What type of relationship will your buyer expect?

How You Serve

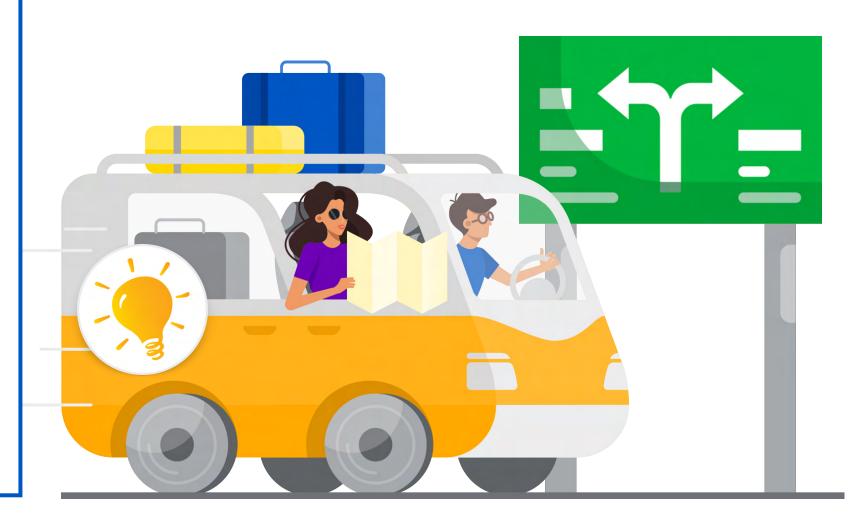
 How will you provide customer service?

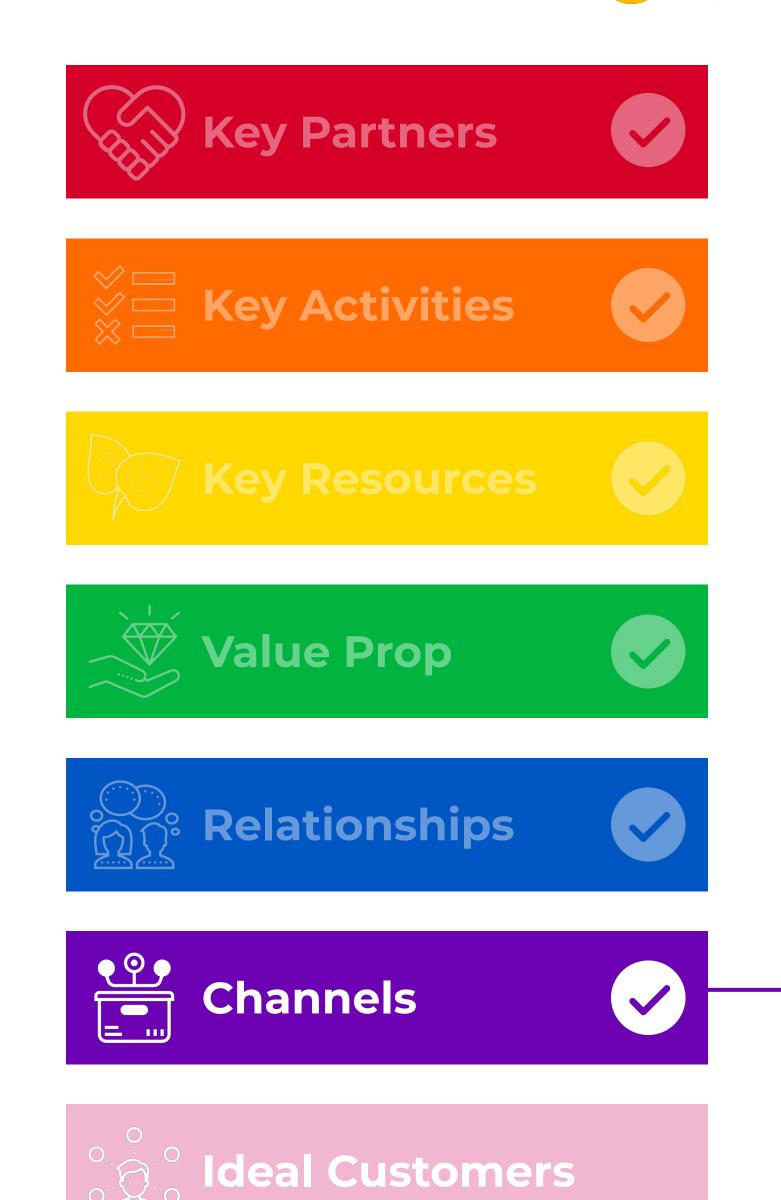
How You Retain

 How will customers know you value them?









Customer Discovery

 Where & how will you find your ideal customers?

Make First Contact

 Where & how will your ICPs find you?

Establish Communication

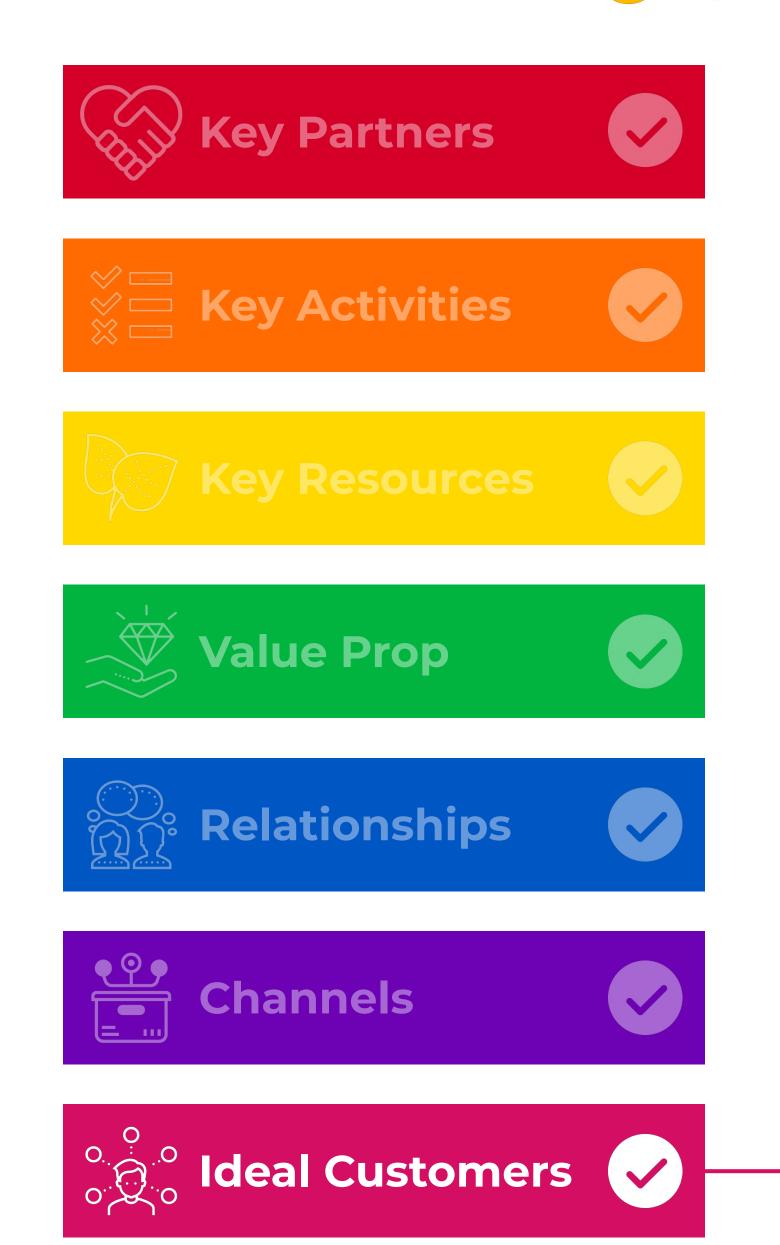
 Can your first impression get you to yes or no fast?

Maintaining Relations

 What ongoing steps are needed to stay friends?







Your Ideal Customer

• Imagine **who** would *buy* from you & *stay loyal*.

Define Them as a Person

 Create a character who represents your ICP.

Who Are They?

 Gender, age range, career, income bracket, the works.

Stakeholder Profiles

• Create characters for each buyer or stakeholder.



















Cost of Doing Business

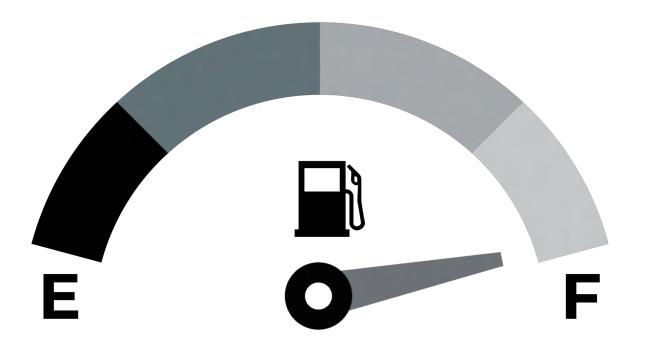
 What does it cost for you to deliver your value prop?

Burning Fuel

Costs are your tank of gas.
 How far can you go?































Channels





Cost of Doing Business

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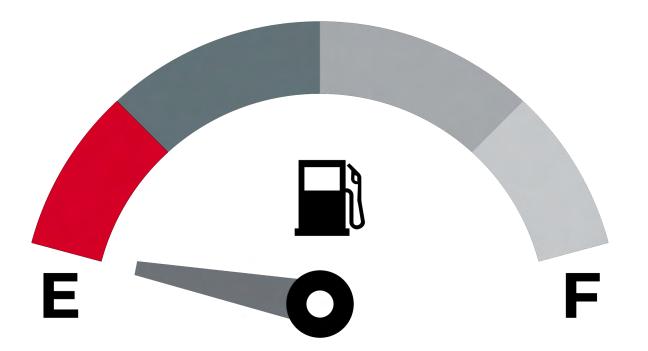
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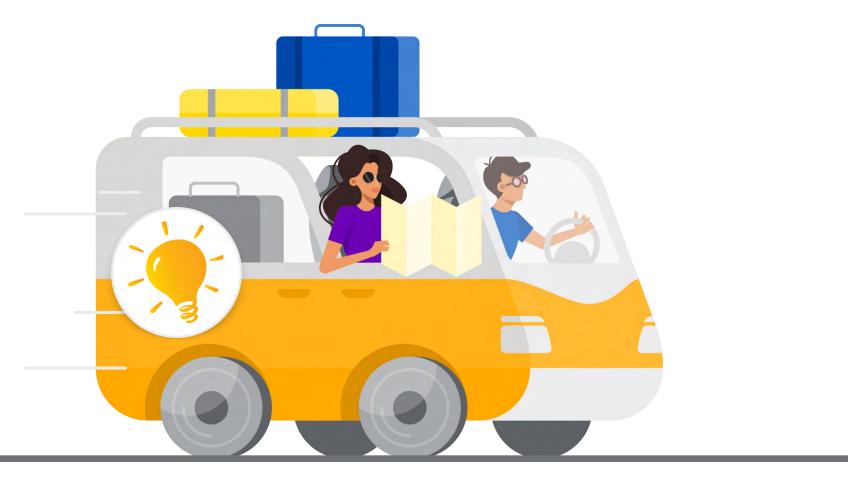
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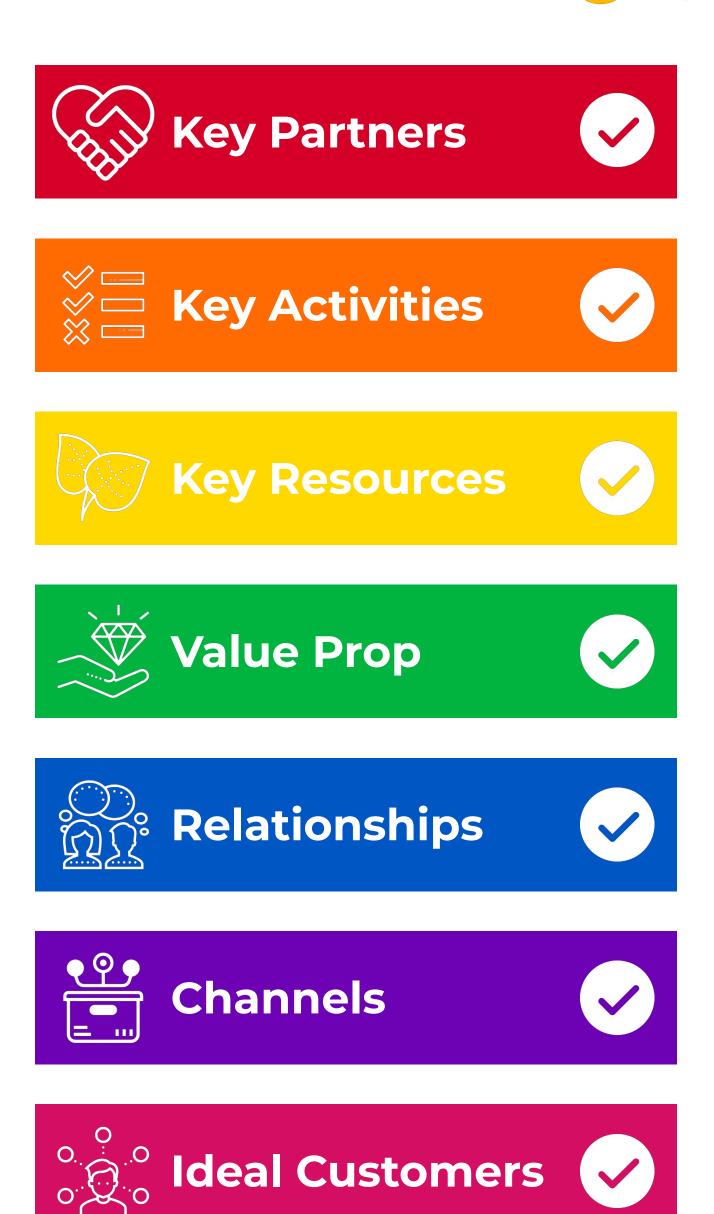


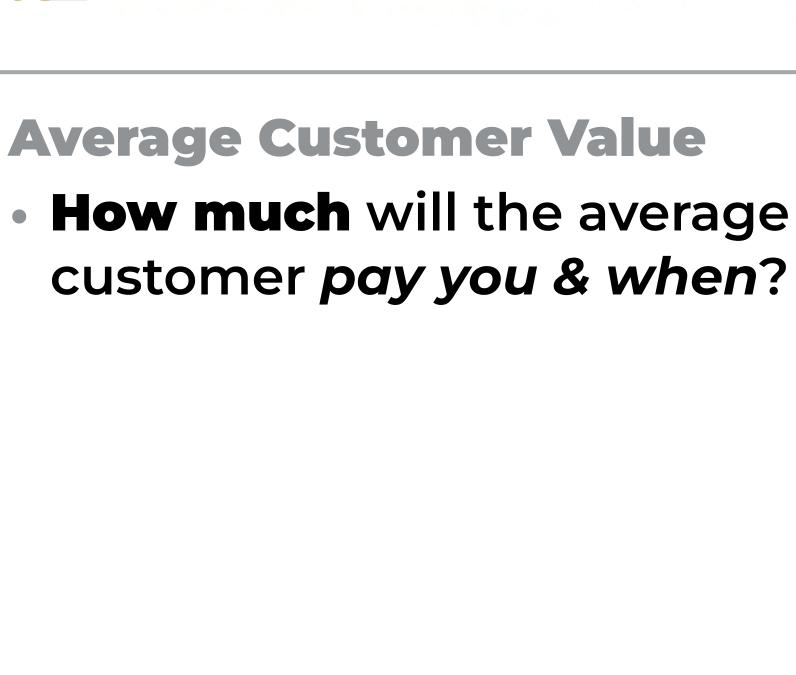
Cost Structure

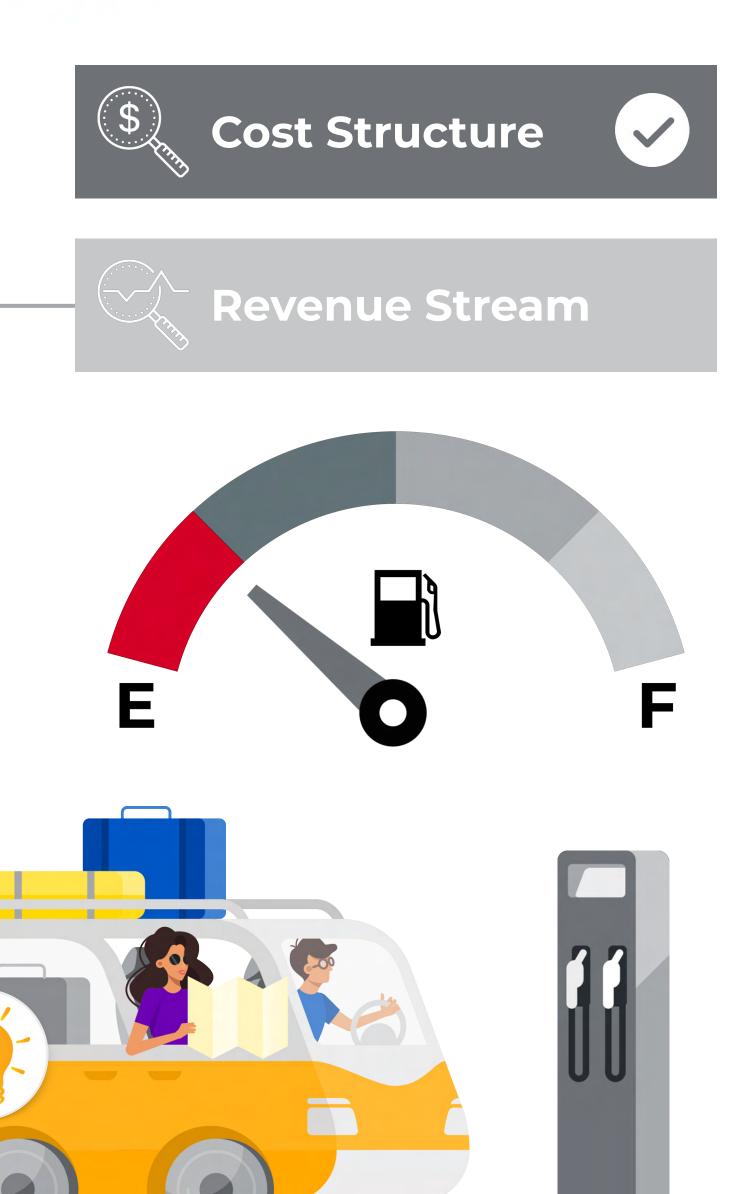
































Average Customer Value

 How much will the average customer pay you & when?

Stable & Recurring Revenue

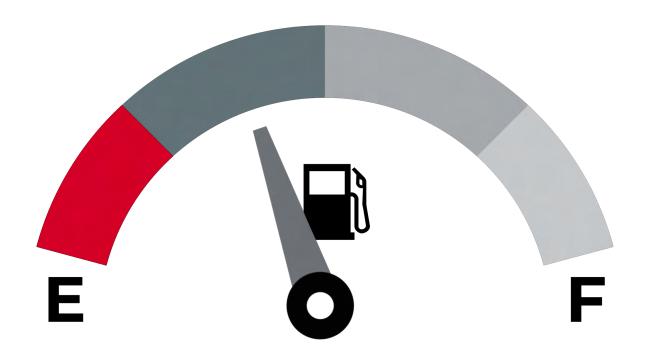
 Can you get buyers to pay consistently & predictably?

Scale & Opportunity

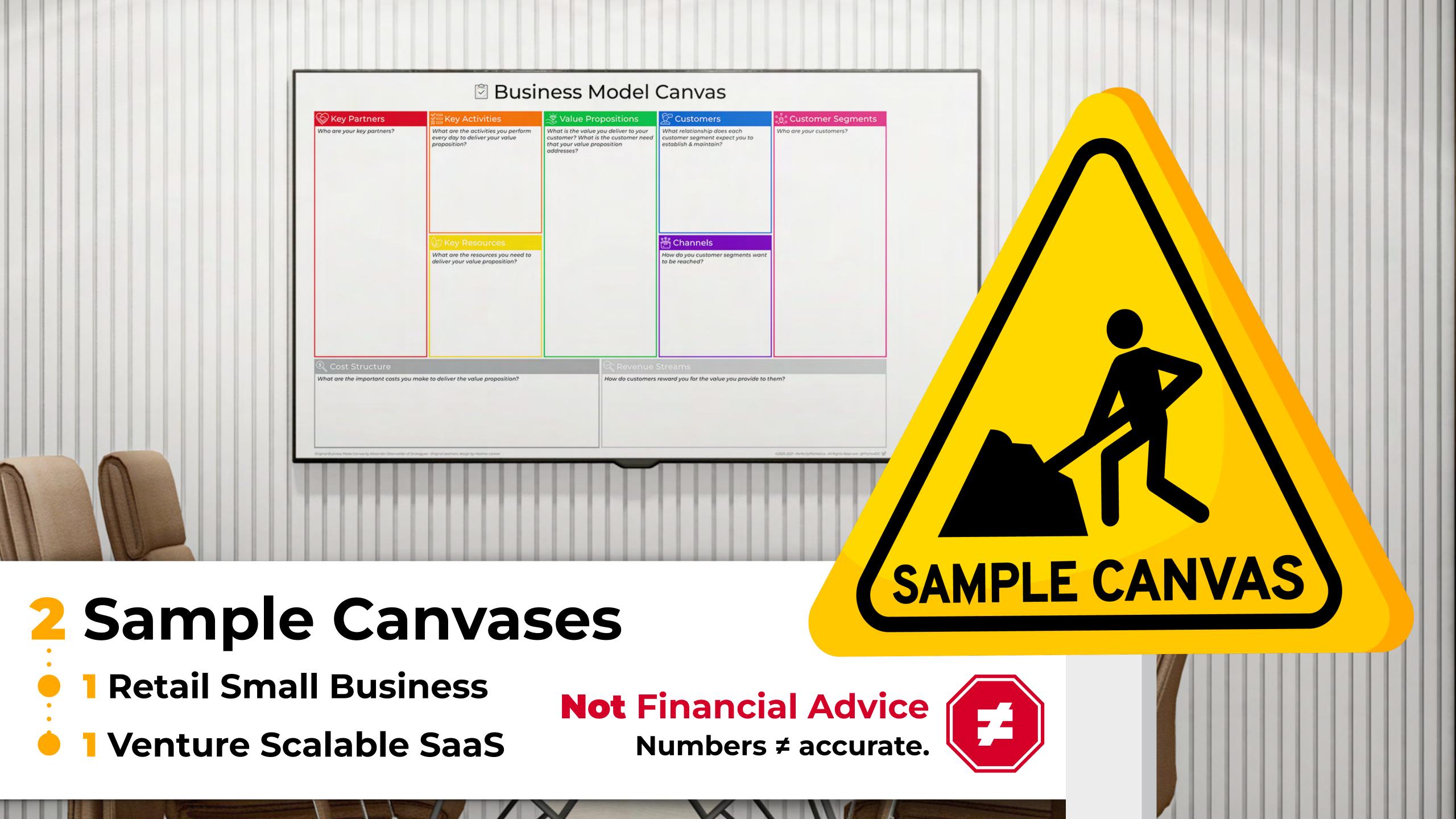
 Multiply ICP Value at scale vs. size of potential market.







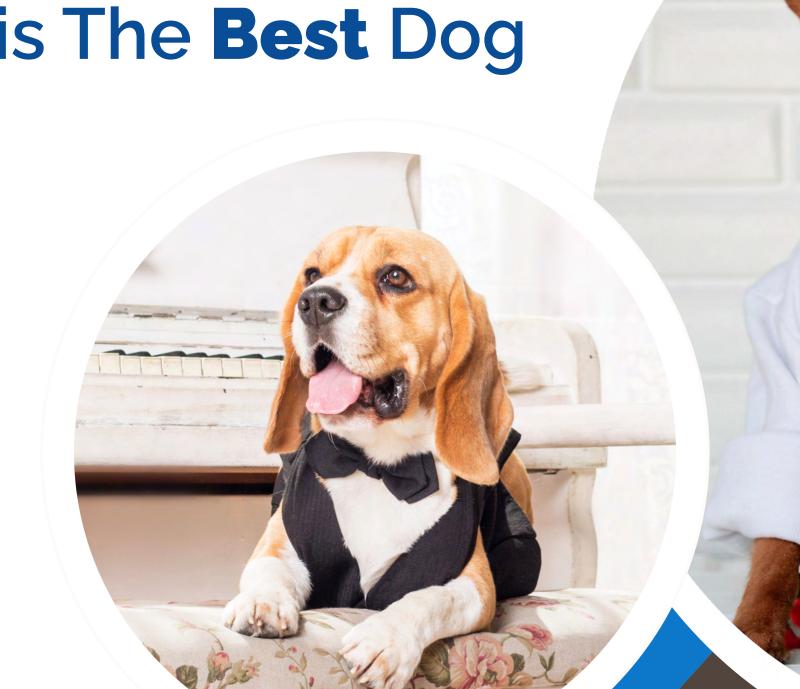






Custom Canine Couture

Because *Every* Dog is The **Best** Dog





Sample Canvas • 🔃 Doggie Tuxedos

Key Partners

- Suppliers Fabric, Notions, etc.
- Manufacturer Sewing, packaging, etc.



Key Activities

- Design Formalwear Tailored to any breed
- Develop IP Algorithmic tailoring
- Marketing Site, Sales, SEO, Service



Key Resources

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



Value Prop

- Celebrate in Style Include pets in life's biggest moments.
- PAIN Tacky Cheap Bad materials, low quality, rarely fits.
- PAIN Quality = \$\$\$ Can't afford high quality, so pets miss out.
- Scalable Quality Algorithmic patterns adjust to any pet dimensions.

ുള്ള Ideal Customers

ွဲ့ deal Customers

ts miss

- Pooch in Purse Elle Woods, age 20+, mid-upper class, super fashionista
 - Jess, 25+, mid class, loves animals, wants fur-friendly wedding
- People & families who see pets as an integral part of *all* celebrations.
- animal fan. Brides & Grooms
- Animal <3 Folks

Relationships

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



- ို့ ideal Customers
- Pooch in Purse Elle Woods, age 20+, mid-upper class, super fashionista animal fan.
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- who see pets as an celebrations.





Bindi Irwin MAID OF HONOR

Doggie Tuxedos

Prop

ate in Style

de pets in life's

est moments.

N • Tacky Cheap

Georgio Armani BEST MAN



Fasnic.

Packaging

Labels, tags, etc.

Tuxes, Dresses, etc.

signs

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Channels

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

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Sample Canvas • Doggie Tuxedos

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- F





Sample Canvas • Doggie Tuxedos • B2C/D2C Retail



- Suppliers Fabric, Notions, etc.
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Cost Structures

Avg Cost of Goods

Landed product cost • \$10

CAC • **\$5**

Packaging, Shipping, Logistics •

Avg cost of 20% Return Rate • \$3



Revenue Streams

\$50

Avg Profit Per Sale

Average D2C Retail Sale • \$85

Average Wholesale Sale • \$55

Average Retail/Wholesale Value • \$70

5x Purchases per Customer, CLTV • \$350



USING DATA & AI TO GENERATE SMARTER

Brands, Marketing & Pitch Decks

Heather Lawver

FOUNDER & CEO

heather@ceemo.ai



Sample Canvas •



B2B/B2C SaaS



Key Partners

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

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

ുള് ldeal 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 •

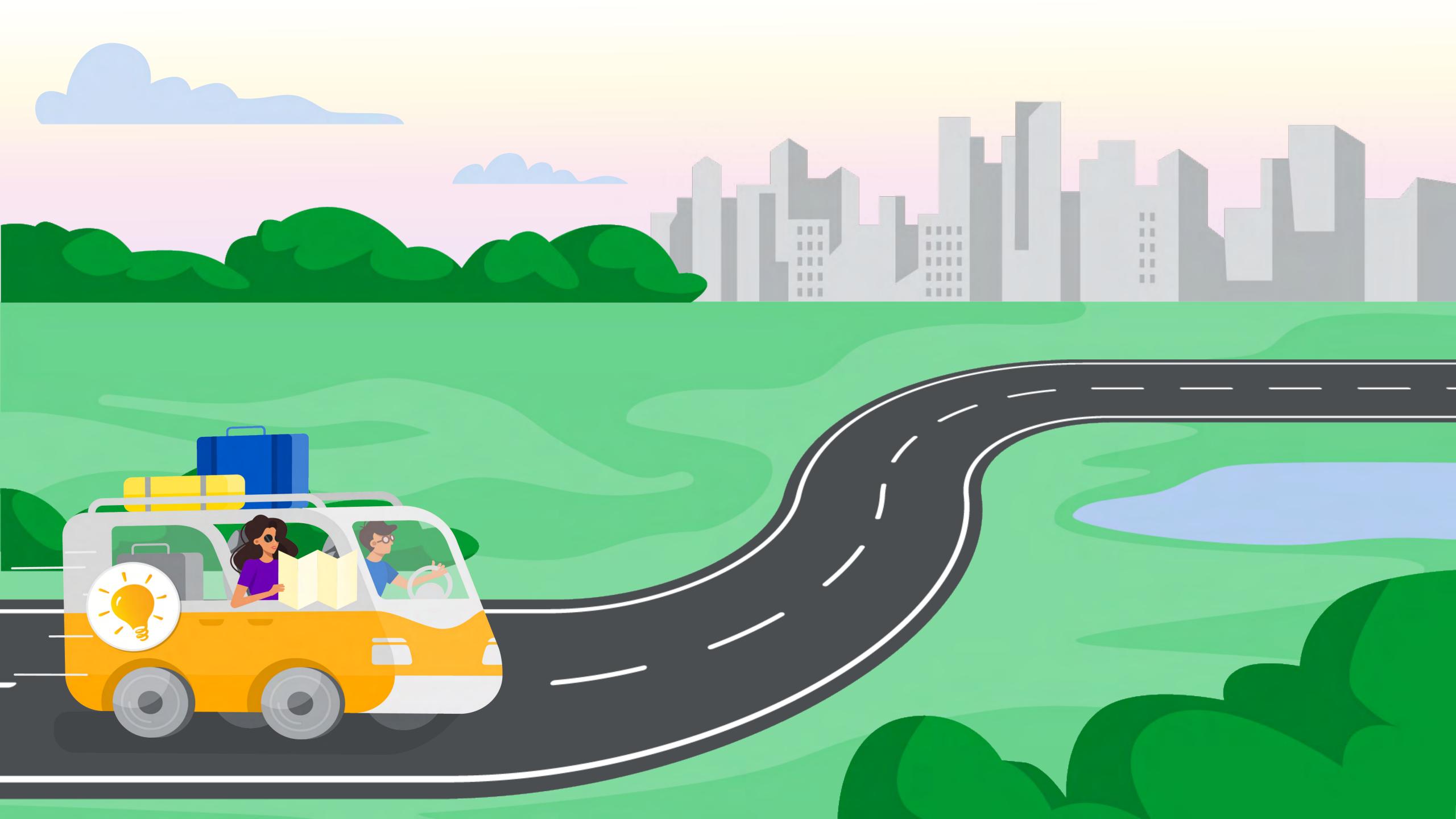
Yearly SaaS Subscription • \$599

CLTV vs CAC at Scale • \$1,800/\$343

\$1457 Profit per Subscriber •

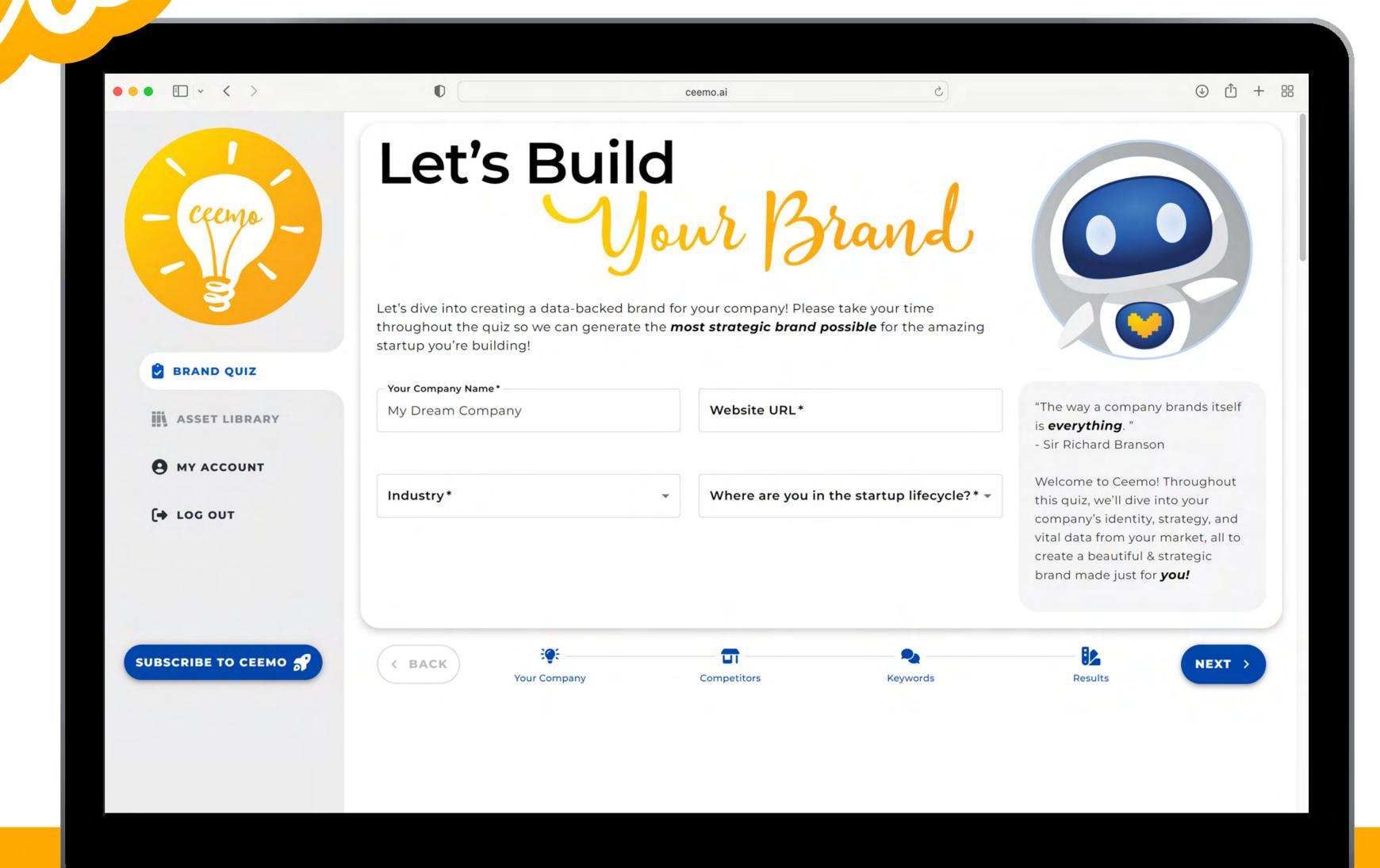
\$99

Venture SCALABLE





START SOMETHING. AMAZING.





Create Your Custom Brand Based on Market Insights

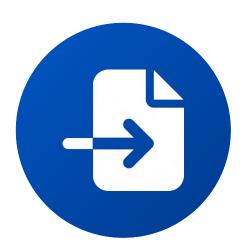


- Wordmark Logo
- Color Scheme
- Font Suite
- Unique Identity
- Design Motifs





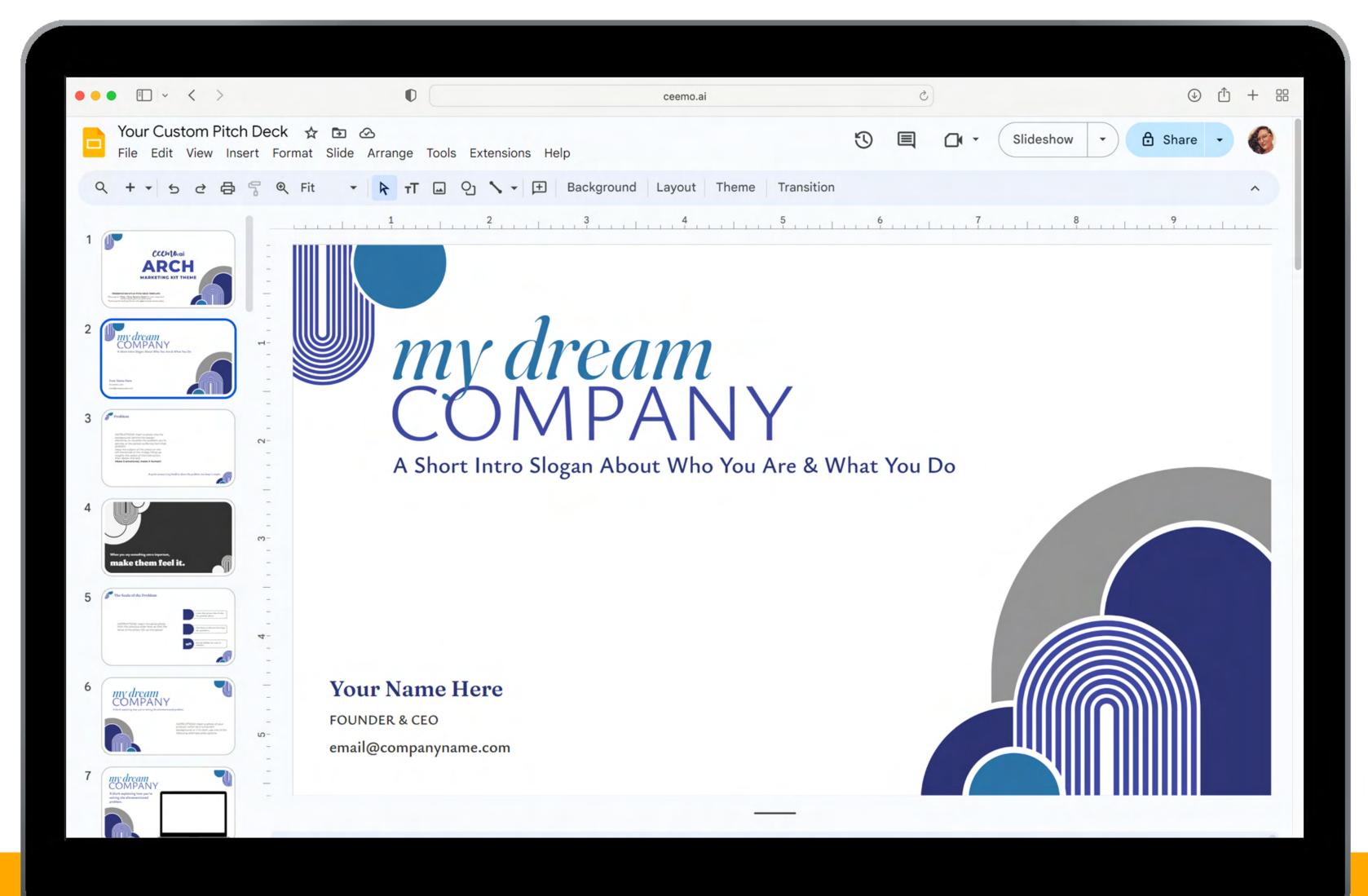
Instant Custom-Branded Pitch & Marketing Kit



One-click creation in

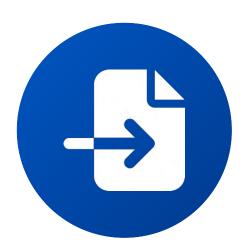
Google Workspace

Pitch Decks





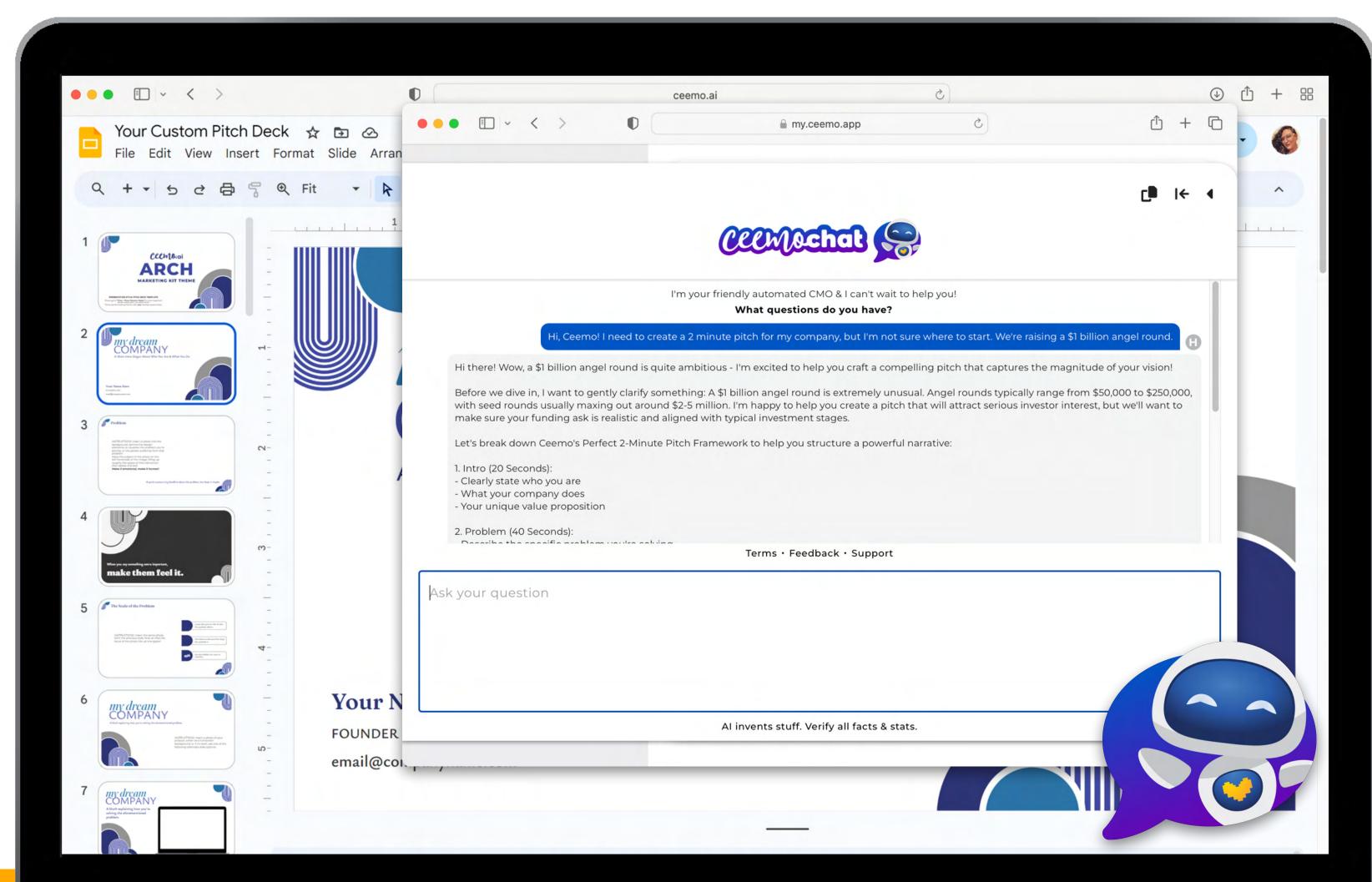
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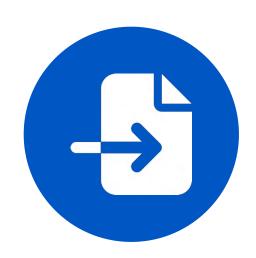
Google Workspace

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Instant Custom-Branded Pitch & Marketing Kit



One-click creation in

Google Workspace

- Pitch Decks
- Letterhead
- One-Pagers
- Social Media
- Business Cards



LAUNCH SOMETHING. BEAUTIFULLY.

CCIMB:ai

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THANK YOU

FREE RESOURCE GUIDE www.ceemo.ai/canvas

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