

THE CLICKR BUSINESS MODEL

● Key partners

For product development:

Manufacturing plants
Distributors

For product roll out:

Procurement teams in conference centers
Conference speakers

For long-term development:

Procurement teams in professional services companies

● Key activities

Hardware and software development

Marketing

Manufacturing oversight

Supply chain and distribution monitoring

Business development

● Key resources

Engineering and design staff

Business development staff

Manufacturing plant
Distributor network

● Value propositions

Clickr is an innovative handheld presentation tool.

With Clickr, our customers will:

1. Enhance their public speaking skills through personal feedback
2. Enjoy hassle free presentation set up with reliable and robust technology
3. Focus their mind to deliver powerful presentations by performing mindless movement.

● Customer relationships

Personalized B2B sales strategy

Hardware product warranty

Software updates and add-on features

Customer adherence is further developed with each new Pitch in product launch

● Channels

Promotional pop up stalls at conferences

In-person sales force

Sales on website and Instagram

● Customer segments

Conference speakers

Early adopters

Start-up founders

Help build a hype around Clickr

Professional services companies

Largest and most profitable target market segment
Predicted to grow by 23% by 2030

● Cost structure

1. Team costs (office rent, employee salaries, office supplies)
2. R&D costs (prototype development)
3. Manufacturing costs (tooling, labor, raw materials, packaging material,)
4. Distribution costs (shipping and handling)

Product production cost: 15 pounds per unit (at 3,000 unit product scale)

Product price: 35 pounds per unit (at 3,000 unit product scale)

● Revenue Streams

Hardware sales

We will sell our product in sizable quantities to global and multinational corporations, putting one in every meeting room, presentation space and lecture theatre.

Software subscription

The base product package will include a range of standard features. However, further options can be unlocked by customers through a subscription based service.

One of a range

We hope for Clickr to be just the first in a wide range of products enabling peak performance in the professional services industry.