Business Model Canvas for PowerPoint

Key **Partners**



- 1. Sports Associations & Committee E.g., Chinese Taipei Olympics Committee, Chinese Taipei Ski Association
- 2. Event property owner
- 3. Employee
- 4. Marketing agency
- 5. Government bodies

Key Activities



- 1. Product & Machine testing.
- 2. Event Testing
- 3. Booking App development
- 4. Marketing & Promotions
- 5. Recycle and maintenance

Key Resources

- Snowball maker and equipments
- Sport judge team, cleaning staff
- Indoor tournament space

Value **Proposition**



- The most UNIQUE sports in Taiwan
- **FUN. SPORTY & EXCITING** experiences

Customer Relationships

- 1. Online & Social Media Channel: Twitter, Youtube Live, FB, IG
- 2. Influencer Marketing

Channels



- 1. Advertising (Online & Offline)
- 2. Event campaigns (Online & Offline)
- 3. Mobile app (Memberships)

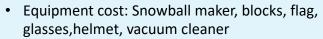
Customer Segments



- Student,
- · Mainly Male,
- Age range from 15 to 35 years old.
- Income: up to 40K per month
- Location: Live in Taipei region, Taiwan

Cost Structure





- Rental Fee
- Salaries
- Cleaning and maintenance fees

Revenue Streams



Monthly Sales unit: ranging from 823 to 1975 tickets

Sales price: \$500 NTD

Sales revenue range: 411,540 to 987,696 NTD Total Sales revenue (June to Dec): 4.28 Mil NTD;

Total NP (June to Dec): -269,104 NTD

