

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

1. Snowball maker and equipments
2. Sport judge team, cleaning staff
3. Indoor tournament space

Value Proposition

1. The most UNIQUE sports in Taiwan
2. 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

- Material cost: Snowball
- Equipment cost: Snowball maker, blocks, flag, glasses, helmet, vacuum cleaner
- Rental Fee
- Salaries
- Cleaning and maintenance fees

Revenue Streams

Admission ticket sales revenue:
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