



Project Box

<p>Key Partners</p> <p>1. Who are your key partners?</p> <p>Delivery service providers</p> <ul style="list-style-type: none"> - traditional partners such as USPS, UPS, FedEx - drones and task rabbits for On-Demand delivery - Potential Partnership with Uber/Lyft <hr/> <p>Mass producers of box content</p> <p>i.e.</p> <ul style="list-style-type: none"> - art suppliers - party supply merchandiser - food and beverage distributor - music distributor <hr/> <p>Warehouses</p> <ul style="list-style-type: none"> - low cost central warehouse for subscription service - small in city warehouse facility in each of major metropolitan areas where on demand service is available 	<p>Key Activities</p> <p>1. What are your key activities?</p> <p>On Demand</p> <p>The basic version of the box provides a general experience that most people find helps them achieve the state that they desire to be in.</p> <hr/> <p>Subscription service</p> <p>For those who know that they have some free time coming up a bit further down the line they can pre-order a box that is customized to their preferences, based on what they want to achieve with their free time based on a decision engine through which they can share preferences such as where they want to spend their free time, and how much time they have available.</p> <p>Over time the decision engine learns about you and delivers increasingly customized experiences.</p>	<p>Value Proposition</p> <p>1. What are your value propositions?</p> <p>Removing the analysis paralysis of making the most of unexpected free time</p> <p>When busy professionals find themselves with unexpected free time they are often faced with a wave of negative emotions including anxiety, self-doubt and guilt surrounding the choice of what to do with that free time.</p> <hr/> <p>Increasing the joy in people's lives</p> <p>By helping people to begin using their free time almost immediately they begin enjoying the next moment in their lives sooner rather than later and overall have more happiness in their lives.</p> <hr/> <p>Increasing wellness in people's lives</p> <p>Reducing stress and increasing joy increases the wellness people experience in their lives</p>	<p>Customer Relationships</p> <p>1. Your customer relationships?</p> <p>Any of our customer segments can either be on-demand users or subscription model users</p> <hr/> <p>On demand experience is often used to hook first time users by introducing them to the service and then ideally enticing them to subscribe subsequently</p> <hr/> <p>Subscribers are already bought into the service, but need to be constantly surprised and delighted in order to prevent churn. For these users the challenge is proving value so that they will choose to incorporate this service into their lives.</p>	<p>Customer Segments</p> <p>1. Customer Segments</p> <p>busy, young professionals</p> <hr/> <p>professionals with disposable income</p> <hr/> <p>people who enjoy curated experiences</p> <hr/> <p>people who don't have time to plan to enjoy themselves</p> <hr/> <p>people who struggle with making decisions</p> <hr/> <p>People serving high stress, busy individuals who may need assistance in managing their free time</p>
	<p>Key Resources</p> <p>1. What are your key resources?</p> <p>capital</p> <hr/> <p>user base</p> <hr/> <p>customer experience staff</p> <hr/> <p>content for boxes</p> <hr/>		<p>Channels</p> <p>1. Channels</p> <p>Word of Mouth</p> <hr/> <p>Through HR and insurance providers who offer this as a service to their respective staff and users</p> <hr/> <p>Through advertisements in other box services</p> <hr/> <p>Through ads where our customer segments are already ending up spending their free time</p>	

Cost Structure

1. What about your cost structure?

First box free for subscribers to increase incentive for people to become subscribers immediately

Fifth box free to give people something to look forward to when they may be thinking about dropping off

cost per box is the same regardless of the model that people are engaging with to balance features such as customized content vs speed of delivery

Revenue Streams

1. What are your revenue streams?

On Demand

Enterprise

Subscription

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