

## StairWear: Business Model Canvas

### Key Partners:

- 3D Hubs (network of 3D printing providers), SMEs and companies willing to 3D print StairWear products.
- Delivery companies.
- Construction companies and local workers who can measure steps and/or install StairWear products.
- Websites and influencers that focus on wellness, health, etc.
- Material providers
- Governments and Insurance companies could become partners, helping us produce products that are cheaper than stipends and current solutions.

### Key Activities:

- Help customers to choose the right product for them.
- Link customer with local construction worker who can measure steps and/or install the product.
- Help the customer configure the product to their exact needs (number of steps, size, color, grip design).
- Link customer's order to local SMEs, companies or individuals who can carry out the 3D printing.
- Link material suppliers to 3D printing services
- Link 3D printing services to local delivery services to deliver the product to the user.

### Cost Structure:

Has the potential to disrupt the mobility aid market by severely undercutting competitors in price, effort and installation time.

StairWear is demand-driven, and so products are only produced once ordered. This means there is no storage and no waste.

Products are produced by partnering SMEs, companies and individual 3D printing services. StairWear merely helps the customer configure the digital product to their needs, then links the design to the most local, suitable manufacturer, then delivery service, and then installation service.

### Customers:

- Preventative measure for people who wish to continue using their indoor and/or outdoor stairs easily and safely. This includes people who:

- Are growing older and are at risk of falling.
- Have health and/or mobility issues.
- Have a disability and/or visual impairment.
- The product is not just a cheaper alternative to a stair lift or house extension, but one that also allows the user to keep their dignity and confidence, and allows them to continue to get invaluable exercise from climbing steps.
- This solution will create jobs for many, and alleviate problems for not just end users, but also insurance companies, governments, etc. Entities that would be positively affected by this solution, and as such could be considered customers include:
  - Health insurance companies
  - Governments
  - 3D printing providers
  - Construction and delivery services
  - Local authorities, inspectors and permit providers

**Key Resources:**

*Physical:* Office, servers, media equipment and electronics. Access to a lab for testing products.

*Intellectual:*

- User-friendly product configurator built into the site
- Database of suitable construction professionals (for measurement and installation purposes)
- Database of suitable manufacturers (local 3D print providers, SMEs, etc.)
- Database of suitable delivery services
- Database of material suppliers

*Human:* Leadership, programmers, sales, marketing, creative team.

*Financial:* Resources to start up.

**Value Proposition:**

StairWear:

- Provides an affordable, convenient solution to hazardous stairs for the elderly and those with disabilities and/or impairments, and helps to prevent falls.
- Helps the user figure out the best product(s) for them.
- Provides local construction expertise for precise measurement taking and product installation, and for ensuring that the product does not breach building code regulations for that location.
- Helps users configure the product(s) to their exact needs (size, shape, color, grip design).

- Sends this configuration to the 3D printing service that is most local to that customer.
- Rather than setting up new factories, StairWear leverages existing networks of 3D printing services, delivery and installation services, and provides work for these people.
- Collects valuable consumer data, accelerates 3D printing technologies, decentralised manufacturing business models, and cloud-based platforms.

### **Revenue Streams:**

- When a customer orders through StairWear, the price includes:
  - Professional measurement of current stairs, headroom, etc.
  - Product configuration
  - Manufacturing
  - Delivery
  - Professional installation
- StairWear takes a 20% cut on each transaction, and each service on the supply chain network receives a cut. This means that existing services are being leveraged and is still cheaper than setting up factories, maintaining storage, shipping, etc.
- Advertising and data collection for advertisers, as well as native content integration.

### **Channels:**

- Sales direct from site.
- Advertising with relevant sites and media.
- Recommended by health insurance companies and schemes who are crying out for more affordable solutions.
- Recommended by occupational therapists, physios, etc. who can have the product(s) in use in their own clinics.
- Advertising through individuals, SMEs and companies who make up the supply chain, e.g. "We are a proud producer of StairWear products."
- Providing follow-up information and newsletters.
- Pop-up displays and demos in shopping centres and other areas with high people traffic.