

# Business Model Canvas

## Key Partnerships

### Environmental Activists

- To promote our event to relevant people

### Government Officials

- For funding and support

### Relevant Technology

#### Companies

- Air purification companies- we can use their technology in our exhibit

### Local Toronto Businesses

- Sustainable, eco-friendly products or services that we can offer residents

## Key Activities

### Primary Activity

- Provide an immersive art experience to create impact

### Day-to-Day Activities

- Opening & setting up and closing & packing up what's necessary at the exhibit
- Ticket sales and crowd control
- Controlling and playing audio/visual presentations once users are inside
- Helping viewers throughout

## Key Resources

### Exhibit Space

- Rented gallery

### Staff

- Day staff & cleaning staff

### Materials

- Projectors, lighting, speakers, air purifiers, electronics
- Temporary walls to separate rooms

### Resource Room Assets

- Brochures, websites, hand-outs

## Value Proposition

### Consumers

- Immersive experience that educates users about air pollution in densely populated cities
- Inclusive design means resources are accessible to all abilities
- Provides impactful, digestible information through a multi-sensory experience to ensure meaningful awareness

### Local Businesses & Technology Partners

- Introduce new customers and bring revenue through promotion at our exhibit

## Customer Relationships

### Immediate Relationship

- Short term, but our message persists in the long-run

### Interactions

- Consumers are able to buy tickets on-site or in advance but require an interaction to scan the ticket
- Working to acquire customers will be most important due to fixed amount of time we operate

## Channels

### Physical

- Presentations, educational information, take-home resources and staff members provided through the actual exhibit

### Online

- Continued interaction before and after exhibit via social media to maintain ongoing impact
- Social media and physical marketing to target wide range of age groups

## Customer Segments

### Target Market

#### Characteristics

- Curious about sustainability, desire to educate themselves and learn about improving the future, looking for a fun outing with friends or family

#### Primary Target

- Millennials, sustainability activists, art enthusiasts

#### Secondary Target

- Environmentalists, professionals, students, families

#### Age

- 15 - 50

#### Average Household Income

- Middle/Upper class, \$80,000 income

## Cost Structure

- Rent for gallery space and equipment
- Insurance
- Wages for staff and contract workers
- Advertising via print and social media
- Online expenses: analytics, e-commerce, SEO, post-boosting
- Materials to design the space: video production, statistics presentation, air purification technology, construction, etc.

## Revenue Streams

### Ticket Sales

- Peak time - \$29.99 + tax
- Off-peak time - \$24.99 + tax
- Student - \$19.99 + tax
- Children under 5 years old are free
- Premium price can be charged during peak time because it's a temporary installation, therefore one-time attendance anticipated

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## Supplementary Write-Up

### Key Partnerships

We are hoping to incorporate some air purification technology businesses, sustainable retailers and initiatives like Cycle TO as our partners in this project. Having these kinds of organizations' support could lead to free resources to provide for our customers, and public support from already-established companies could help AWAIR reach a wider audience. Specifically, we had large conglomerates like Dyson, Austin Air and IQAir in mind, as well as smaller Toronto-based businesses like Uncle Studios, KOTN and Fresh Rents. This would be a mutually beneficial relationship, as these partners would get free advertising from our exhibit.

### Key Resources

We will require a suitable rental space to house our exhibit, so this is a key resource in making our operation successful. AWAIR will need to hire staff members such as electricians and cleaning staff to help with construction and maintenance. Physical resources are essential for a functioning installation. These are the items such as projectors, lighting, speakers, air purification technologies like air purifying machines and living walls, brochures and business cards. Some of these items may be acquired through our partnered businesses and conglomerates.

### Key Activities

Our overall key activity is to provide an immersive, educational experience to the people of Toronto to allow for meaningful awareness of poor air quality. Our day-to-day activities, the tasks performed each day to ensure success in our initiative, include things like ticket sales, crowd control, opening, setting up and operating all necessary exhibit materials at the start of each day and, similarly, closing them up at the end of the work day and providing helpful customer service to all attendees.

### Value Proposition

AWAIR offers an immersive experience that educates users about air pollution in their cities. This offering is valuable because without meaningful education, people are often complacent in the ongoing fight for a healthy environment. AWAIR allows users to explore contrasting environments to better understand air pollution. Citizens of Toronto are exposed to toxic levels of air pollution every day, and long-term exposure to airborne particulate matter causes hundreds of premature deaths and thousands of hospitalizations every year. AWAIR is an all-sensory experience, having users see, hear, smell and feel the effects of both poor air quality and excellent air quality.

## Consumer Relationships

Most of our customers will be one-time attendees of our experience due to the fact that it's a temporary installation. We will put lots of work at the face of this operation in order to acquire these one-time customers. This will be done through a variety of marketing techniques to ensure that everyone is reachable. We will prioritize positive customer experience at every step of the way, beginning with ticket purchase and culminating with the exhibit walk-through, with representatives available for questions and helpful information.

## Customer Segments

AWAIR appeals to a wide variety of consumers. Primarily millennials, sustainability activists and artists. We also hope to attract families, students and professionals. We believe all of these groups are attainable because this experience can be viewed as a fun night out as well as an opportunity for learning and growth. The age range we are looking at is 15-50. We anticipate that exhibit goers will be in the middle-upper class, as these groups often designate funding every month to 'entertainment'.

## Revenues

Attendees are likely to only visit our exhibit once, but we are able to charge a premium on peak time ticket sales because AWAIR is temporary. Ticket prices vary depending on peak and off times, and will depend on the customer's age and student status. For entry to our experience during peak times, we will charge \$29.99 plus tax. Off peak times are \$24.99 plus tax. If a customer has proof of enrollment as a student, they will qualify for the student rate, which is \$19.99 plus tax. Children under the age of five have free entry.

## Channels

We intend to reach our customers and create lasting impressions through a variety of channels. The use of physical resources, such as our informational presentations and take-home brochures and packages, will inspire our attendees to act on the information they have learned. This relationship between AWAIR and our users will be sustainable through mediums such as Instagram, where people can follow us to continue learning about air quality. This continued interaction gives us the best chance of ensuring we are making an impact through our initiative.

## Cost Structure

Rent will easily be one of our biggest costs. To rent a space such as The PowerPlant on Harbourfront in Toronto would cost us approximately \$3000 per month. This, coupled with the construction required to build our exhibit inside the rental space, will be costly. AWAIR also intends to allocate large funds to marketing and advertising, to draw as much attention to the temporary exhibit as possible. E-commerce is also a cost we must consider, as purchasing tickets online will be an option for customers. Finally, wages for any required staff will be a cost.