UNIVERSITI TEKNOLOGI MARA

FilWay (Filter Away)

Self-Sifting Litter Filter

TECHNOLOGY ENTREPRENEURSHIP (ENT600):

BUSINESS MODEL CANVAS

FACULTY   **: COMPUTER AND MATHEMATICAL SCIENCE**

PROGRAM   **: BACHELOR OF SCIENCE (HONS.) STATISTICS**

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1.0) BUSINESS MODEL CANVAS FOR FilWay

Business Model Canvas

KEY PARTNER	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENT
• Supplier for raw component/materials • Research and Development partner • Marketing partner	• Marketing • Research and Development • Product Manufacturing • Selling and Delivering the product • Networking	• Newness to the existing standard product • Simple and easy to use while maintaining the effective performance of product • Affordable price for the targeting customer • Washable	• Promotion to the pet owner who buy more than 2 products • Membership discount • Excellent customer services	• Targeted Customer (pets' owner) • Potential Age (21 years old-50 years old) • Potential Customer (Cats' owner who use litter box for their cats)
	KEY RESOURCES • Quality and quality worker • Facility to manufacture the product • Patent or copyright of the products		**SALES CHANNELS** • Channel to raise awareness of the product by advertising • Channel to purchase the product • Cannel to deliver the product • Channel to evaluate the product after sale	

COST STRUCTURE
- Cost-driven structure
- Cost characteristics -marketing cost, salary cost, raw materials cost

REVENUE STREAMS
- Retail profit / Product sale
- Additional Sale

2.0) BUILDING BLOCKS OF BUSINESS MODEL CANVAS

2.1) Value Proposition

The value proposition is the segment that compelling about the proposition of my products of why do the target customer need to by FilWay, what value do the product deliver to the customer, what is the problem that FilWay tackles compare to existed similar product. For the FilWay ,there are some value proposition that can be identified:

a) *Newness to the existing product*

Compare to other litter box that in the market nowadays, I have been added some function which will help to reduce the time and energy used to clean the litter box daily. It is similar to sift liner bag system but with different material that made of safe, recyclable silicone material.

b) *Simple, easy to use and effective product performance.*

This invention relates to a sifting liner bags System. The filter then will be put at bottom of a cat litter box, and are periodically lifted whereupon uncontaminated litter is allowed to sift through the bag back into the litter box, while waste remains in the filter for disposal. FilWay effectively remove clumps without digging through clumps of waste on hands and knees

c) *Affordable price for targeting customer*

FilWay is still affordable to the target customer with respect to its functions.

d) *Washable*

Since the material used is made from safe, recyclable silicone materials, it can be washed by hand for numerous times and less toxicity. This feauture not only will save the earth but also can save the money needed to spend on disposable plastic.

2.2) Customer Segments

Customer segment is the part of where it defines the groups of people or organizations you aim to reach or serve. Every company needs profitable customers in order to survive. Using the business model canvas, I can determine what my customer segment will be, who are the customers, what do they think and fell about the product

a) *Targeted Customer*
   The targeted customer for this product is pets owner especially cats owner.

b) *Potential Age*
   Start with the people who age around 21 years old until the age of around 50 years old

c) *Potential Customer*
   This product may be need by the cats owner who use litter box for their indoor cats instead of cats who toilet train and outdoor cat.

2.3) Channel

Channel segment in BMC describing how can my product reach the customer segment to deliver then value proposition. It is important for all the company to understand which channel is best to reach the company. I have been divided each channel for making sure how my product reached my targeted customer.

a) *Channel to raise awareness*
   This channel is the first phase on how my company can pull the targeted customer awareness of my product. For this product, the product advertising is one of my choices. By fully utilizing the social media such as Facebook and Instagram. My targeted customer may know that this product is available and ready to be purchased.

b) *Channel to purchase the product*
   This channel is when the customer is interested and ready to buy my product. Some channel that I used may by online purchasing, my product would be available in the online retailer such as Shoppe and Lazada. The second one is, the interested customer can go into my company website to purchase.