

Luxe Laundromat Business Model Canvas

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> Phyllis - Overseeing Everything Beauty Supply Laundry Distributors <ul style="list-style-type: none"> Soaps, Cleaners Women's Initiative <ul style="list-style-type: none"> Advertise through them Classes offered thru them Employees <ul style="list-style-type: none"> Normalaia Taylor Bank / Lender <ul style="list-style-type: none"> Procure Loan Deshawn Harris Operation Hope <ul style="list-style-type: none"> Classes offered thru them Support and services Family and Friends <ul style="list-style-type: none"> Moral Support Centro Community <ul style="list-style-type: none"> Mentoring and support Elder Wisdom Group <ul style="list-style-type: none"> Older women mentors Mentor - Dr. Annette Shelton 	<ul style="list-style-type: none"> Management <ul style="list-style-type: none"> Brainstorming for innovative id Designing business model Procuring funding Oversee and run daily operatio Developing and maintaing relat Develop marketing strategy Online Presence Business Partnerships (Cross- Key Offerings <ul style="list-style-type: none"> Salon - Hair and Nails Wash & Dry (self-serve) Wash & Fold Boutique (unique items 4 sale) Café (tapas, small snacks, cof Place for Meetings (Package? 	<ul style="list-style-type: none"> Problems being solved <ul style="list-style-type: none"> Laundry service for busy pe Laundry facilities to w&d Multi-service (1 stop shop) Hair and Nail Salon Café and Boutique Wash & Dry Ser/Facilities Place for meetings Price Competitive High Quality Unique (Hybrid Business) Green (Sustainable products) Friendly & Consistent Service Customizable laundry service Provide classes on laundering 	<ul style="list-style-type: none"> Positive Impact on Community Community meeting place Dialogue with Community <ul style="list-style-type: none"> Engage with younger segment How can we impact young community Possibly summer jobs Provide teaching on how to launder Cost for above - require more time than mo 	<ul style="list-style-type: none"> 35-47 years is mean age Women for salon services Business folks <ul style="list-style-type: none"> Pick-up from Businesses Café Meeting Place
		CHANNELS		
		<ul style="list-style-type: none"> Business Relationships - large volume from Online Presence <ul style="list-style-type: none"> Reserve laundry pickup and deliver Boutique items Payment - CC or Paypal option Marketing <ul style="list-style-type: none"> Word of mouth Social Media - Ads (FB, Google+, Linkedi Email (MailChimp) Periodic surveys/focus groups 		
COST STRUCTURE		REVENUE STREAMS		
<ul style="list-style-type: none"> Washers & Dryers <ul style="list-style-type: none"> Daily Maintenance of Machines and Laundry Supplies Truck <ul style="list-style-type: none"> Gas/maintenace/insurance Café Beverage Supplies and Food Products Hair Salon <ul style="list-style-type: none"> 1 hair station and hair products Boutique Products Rent <ul style="list-style-type: none"> Utilities (or NNNs) Wi-Fi Insurance Online Presence <ul style="list-style-type: none"> Website hosting and maintenance License Legal 		<ul style="list-style-type: none"> Wash and Fold <ul style="list-style-type: none"> Customer drops off and picks up Luxe picks up and drops off Food and Beverage Retail Products and Services from Salon Boutique items Forms of Payment: Credit Cards, EBT, Cash Forms of Payment: Credit Cards, EBT, Cash 		