




**KEY PARTNERS**

- Bike delivery services



**KEY ACTIVITIES**

-  • Profiling
-  • Browsing
-  • Adopting
- Donating
- Swapping

**KEY RESOURCES**

-  • Software
-  • Shipping



**VALUE PROPOSITION**

*Restore children's interest in used toys by showing their value through a new perspective and including kids in the decision-making process.*

**CUSTOMER RELATIONSHIPS**

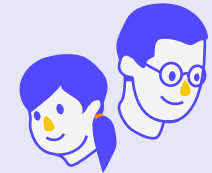
- Long term:
  - Profiling
  - Browsing
- Once:
  - Adopting
  - Donating
  - Swapping

**CHANNELS**




-  • App
-  • Website
-  • Social media
-  • Shipping

**CUSTOMER SEGMENTS**




- Children from 4 to 12 y.o.
- Their caregivers



**COST STRUCTURE**

-  • Software development
-  • Shipping
-  • Marketing

**REVENUE STREAMS**

-  • Subscription fees
-  • Shipping fees (for free trial users)
-  • YoMi sales