

Business Model Canvas

● Pump As You Go
 ● Refill Station
 ● Mobile Pop-up

Key Partners

● ● ●
 Tennis Court
 (Local Government)

● ●
 Inter University
 Committee

●
 Future Collaboration
 Brands

Key Activities

● ● ●
 Collaboration with
 Tennis Court (Local
 Government, Sports
 clubs, Universities)

Key resources

● ● ●
 ISDIN Marketer,
 Brand Officer

● ● ●
 ISDIN Marketing
 Budget

●
 Brand, Recognition
 among Young
 People, Relationship
 with Other Brands

Value Propositions

● ● ●
 The strongest value of
 this service is its
 ability to
 unconsciously make
 young people adopt
 long-term sustainable
 practices while
 enjoying their
 favourite leisure
 activity.

Customer Relationship

● ● ●
 Smart phone app

- Payment
- Feedback
- Report a Fault

●
 Event

- PR of the Service
- Tennis Tournament

Channels

● ● ●
 Marketing

- SNS
- Word of Mouth
- Poster on the
Tennis Court
- Poster on the
College
- Media interview
- Advertisement of
Sponsored Company

Customer Segments

- ● ●
 - University
Students
 - Tennis Lovers
 - Living in London
 - Eco Conscious
people Worrying
about
environmental
Issues

Cost Structure

- ● ●
 - Developing Digital Touch Points (App, Website)
 - Production of Pump As You Go, Refill System, Recycling System, Van, Refill Bottles, Tags
 - Promotion of the Event

Revenue Streams

- ● ●
 - ISDIN Sponsorship
 - Sales of Bottles
 - Subscription Service Fee to Use Sunscreen
 - Sales of Event Tickets
 - Sponsorship with external partners