

Business Canvas Elements

Business Name:

Team Members: Anika, Hannah, Kuba

-Customer

Problem identification and validation (Unit 1)

- Back pain and uncomfortable seating

Target customer and customer profile (2)

- High school students struggling with comfortability
-Young

Plan to build customer relationships (2)

- Offer a short survey allowing us to target customers' needs. It would be a feedback loop via on a short QR-code survey on the product packaging, offering a 10% discount on future accessories.

Sales tactics (2)

- DTC via social media shops.

Research findings on customer (2)

- Surveys indicate that 85% of students complain about chair hardness, and 60% report "fidgeting" due to discomfort.

Marketing campaign (2)

- The "Float Through Finals" social media campaign, featuring short videos of students looking stressed/uncomfortable, then instantly relaxing once they deploy the Cloud Seat.

KPIs for customer-related goals (4)

- 1. Customer Acquisition Cost (CAC) under \$10. 2. Customer Satisfaction Score (CSAT) of 4.5/5.

Product (Good or Service)

Product idea (1)

- A sleek, self-inflating, memory-foam hybrid seat cushion that is lightweight and clips onto a backpack.

Minimum Viable Product (2)

- A manual-inflate version with a simple nylon cover and basic foam padding to test durability in real classrooms.

Value proposition (2)

- Cloud Seat provides instant ergonomic relief for students trapped in rigid school chairs, boosting focus through superior comfort.

Branding for business and/or product (2)

- Soft blues and whites; a logo featuring a stylized cloud that mimics the shape of a seat cushion.

Market

PESTEL Analysis (1, 4)

- Political: Regulations on textile safety and flame-retardant materials for school-use products.
- Economic: Low-cost materials allow for "allowance-friendly" pricing.
- Social: Growing awareness of "Text Neck" and posture issues.
- Technological: Use of advanced TPU (Thermoplastic Polyurethane) for lightweight, airtight durability.
- Environmental: Use sustainable transportation methods and "greener" protocols and regulations within the business's operations
- Legal: Patenting the specific "clip-and-fold" mechanism to prevent design theft.

Plan to seek competitive advantage (1)

- Portability. Unlike bulky office cushions, Cloud Seat is designed to be deflated and clipped to a bag in seconds. This provides an advantage over our competitors, as most of them sell and prioritize bulky memory foam pillows.

Research findings on competitive landscape (2)

- Most ergonomic cushions are marketed toward office workers (ages 30–50) and are too wide for standard high school desk chairs. No current market leader focuses specifically on situations where quick setup/pack-up is required.

KPIs for market-related goals (4)

- Brand Awareness: Reach 50,000 impressions on student-focused social media tags (#SchoolHacks).
- Market Penetration: Secure "Official Comfort Partner" status with at least 3 regional student councils.

Porter's Five Forces evaluation of market (4)

- Threat of New Entrants: High (low barrier to entry for cushions).
- Bargaining Power of Buyers: High (students have limited budgets and many alternatives).
- Bargaining Power of Suppliers: Low (many fabric and foam manufacturers available).
- Threat of Substitutes: Medium (rolled-up hoodies or sweaters).
- Intensity of Rivalry: Low (no one is currently branding specifically for high school desks).
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SWOT Analysis (4)

- Strengths: Strong customer communication, reliable service
- Weaknesses: New brand- low awareness
- Opportunities: potential partnerships with schools
- Threats: Cheap competitors and alternatives,
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Organization

Vision statement (1.)

- Create comfortable environments to create work efficiency in academic and professional settings

Mission statement (1)

- Build an affordable and convenient alternative for young adults to use daily or as needed

Skills assessment (4)

- Needed:
- Already have:

Strategy decision using the PACED model (4)

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Operations

Production process (1)

- Step-by-step creation of the product

Supply chain plan (1)

- How the supplies come from and how the products get to the buyers

Marketing channel (2)

- How fast the product is growing
- Growth of people purchasing from the website
- Estimated market share

KPIs for operations-related goals (4)

- Employee satisfaction (surveys)
- On-time delivery schedule
- How smooth products are made
- Number of referrals

Finance/Accounting

Pricing strategy/Projected revenue (2)

- Value Based Pricing- Customers feelings influence cost
- How much did you charge and why
- How much money do you expect to make

Startup costs (3)

- Equipment
- Website Setup
- Inventory

Potential sources of funding (3)

- Loans
- Savings
- Investors

Investor pitch (3)

Good morning! Quick question: how many of you are sitting right now.. and lowkey regretting it? Yeah. We see you. Spine shaped like a question mark. Fighting for your life in a plastic chair from

2003.

Let's be honest. School chairs? Office chairs? They were designed by someone who has clearly never experienced a lower back.

Students sit 6–8 hours a day. Office workers sit even more. And what do we get? Numb legs. Bad posture. That weird hip pain that makes you feel 47 at age 17.

But, hope is not lost, because:

We're here to fix that.

We are **Cloud Seat** — and we make sitting feel like a promotion.

We've created a small, portable memory foam cushion that instantly upgrades any chair. It's lightweight, customizable in color, and designed to mold to different chair shapes—whether it's a hard plastic school chair or an office desk chair. It gives users better support, improves posture, and reduces discomfort throughout the day.

Our target market ranges from high school students with six hour days to professionals that work at desks, regardless, the struggle is real for all. What's unique about Cloud Seat is its portability, making it a comfort that customers can take wherever they go.

We're seeking \$50,000 to launch initial manufacturing, packaging, and direct-to-consumer distribution. This investment will not only allow us to produce our first few batches, but also build brand visibility, and bring Cloud Seat to the people who need it most.

With your support, we can build a company that will successfully alleviate the stress of sitting uncomfortably for endless hours, changing the quality of school and work for thousands of young people everywhere.

Thank you

Income statement or projected income statement (3)

- https://docs.google.com/spreadsheets/d/1Le6_DDnvuRT-n_9_IxzMyMdhGpaukolxtrKiqonx-Ho/edit?gid=323226180#gid=323226180

KPIs for finance-related goals (4)

- Revenue (In dollars)
- Net profit (In dollars)
- Gross Profit (In dollars)

