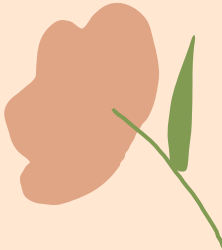


An artistic illustration featuring two hands, one in a reddish-brown hue and the other in a lighter tan, holding a laurel wreath. The wreath consists of green leaves and small red flowers. The hands are positioned around a central circular frame made of three overlapping, thin orange lines. The background is a soft, warm peach color with abstract, organic shapes in shades of pink, purple, and brown. In the top left corner, there are two wavy lines, one yellow and one green. In the bottom left, there are two yellow leaf-like shapes. In the bottom right, there is a brown flower-like shape with a green stem and leaf.

Asfaleia

The ring that keeps you safe

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01

Who are we?





“We believe in the safety and needs of our customers”

—Asfaleia Brand



Our Product



The background is a light beige color with several abstract, organic shapes in shades of brown, tan, and pink. In the top left, there is a pink shape with a brown floral-like motif. In the top right, there are two wavy lines, one orange and one green. In the bottom right, there are two golden-brown leaf-like shapes. The number '02' is centered in a dark brown, serif font, with several thin, overlapping orange lines swirling around it.

02

Financials

Costs



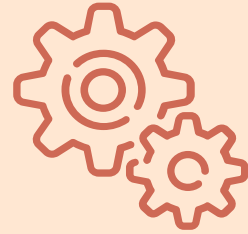
Fixed

- Rent
- Labour
- Utilities



Variable

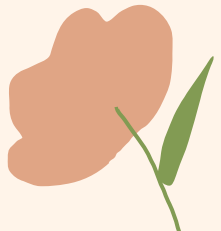
- Titanium
- Electrical components
- Shipment





Fixed Costs (annually)

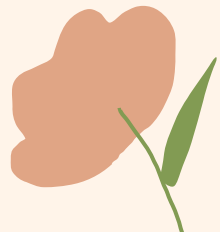
Fixed costs	Cost (€)
Labour	124,800
Rent	7,200
Utilities	1,800
Total	133,800





Variable Costs (per ring)

Variable costs	Cost (€)
Titanium	0,12
Electrical components	18
Total	18,12



Profit Strategy

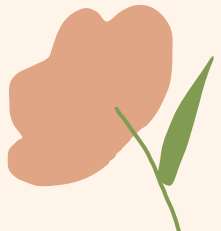
How much do we profit?

Fixed costs	Production cost	Total
133,000	54,000	187,000
Estimated product price	Unit production goal	Earnings before costs
70	3000	210000
Total costs	Earnings before costs	Profit
187,000	210000	23,000



Revenue Streams

- 1) Our customers pay for quality.
- 2) They will currently be paying 70 euros.
- 3) Free app



Business Model Canvas

The Business Model Canvas

Designed for:
Asfaleia

Designed by:
Fernando Bayo
Sebastian Blynov

On: 12/1/21

Iteration # Text

<p>Key Partners</p> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>Our key partners are our employees as well as our suppliers which we get our materials from. In addition we like to consider our customers our key partners as they are the source of our income and therefore assist in our growth and development.</p>	<p>Key Activities</p> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>Asfaleia requires panels at conventions to enable us to grow customer awareness and gain popularity in the media. It would be held at specific conventions for jewelry or technology as it suits both categories.</p>	<p>Value Propositions</p> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>We bring safety to our customers through our products. We aim to help them stay safe through the click of a button on their ring. We also believe in Eco-Friendly materials which is why our rings are made from recycled materials and our packaging is biodegradable.</p>	<p>Customer Relationships</p> <p>What types of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How do we interact with them?</p> <p>Our customers are our partners, therefore we aim to maintain a great customer-company relationship by offering 24/7 customer service. In addition we can be contacted via private messaging on social media which we check regularly. These are costly in time but it is a price we are willing to pay for customer satisfaction.</p>	<p>Customer Segments</p> <p>For whom are we creating value? Who are our most important customers?</p> <p>Our most important customers are those who are very "outgoing" meaning someone who either spends a lot of time outside of their home for social purposes or someone who has a job that requires them to be in a risk zone, for instance nurses or flight attendants. However, our general focus is anyone who goes out during the night time when the city is less safe. Nonetheless, our product can also be applied to elderly individuals who have problems with their heart or other vital organs, because if they were to feel bad suddenly, they could tap the display screen three times and help would be on the way.</p>
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>Our panels and conferences would most likely be our most costly activities as it requires a lot of staff and material. Our most costly key resources would be the material we intend to use for our product, however, we have chosen a material which is not very costly but gives the ring stability and style. We chose indian titanium for the main material of our ring which costs about \$20 per kilogram.</p>	<p>Channels</p> <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How do we use/interact them with customer routines?</p> <p>We currently reach our customers by using instagram since we can post pictures of our product and our aesthetic so that we can build an identity. We plan to start a tik tok account where we can post blogs and currently we are working on creating a website as well.</p>	<p>Revenue Streams</p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay?</p> <p>Our customers pay for safety and quality which our product will deliver. Currently we aim to sell our rings at about 53 Euros to be able to meet our production costs and delivery, however we will offer sales when appropriate. Our Revenue Streams will count for most of our revenue, however, we will also be acquiring this from investors. We will be offering our products online first and later in stores.</p>		



03

Marketing strategy

Our target group

ALL AGES

+3 y/o



WHY? If younger, our customers could be at risk, because of their youth.



Target group

Gender



50%



50%



Age

3+



0-3



FUTURE PROJECT. Launch a line of **bracelets for babies**, to enhance their safety and instantly connect their health information to the parent's phones



Importance of social media

“One of Asfaleia’s most substantial investments”



Opportunity to new markets



Growth

Social media gives us a voice and generates us offers with possible investors



Relation with customers



Perseverance

Social media reflects upon a company’s perseverance and determination



International marketing

It gives us the opportunity to promote ourselves globally and increase our sales internationally





Asfaleia's SM platforms

In Asfaleia we have chosen the following **social media platforms** because each one focuses on an important aspect we want to develop:



Instagram

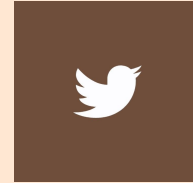
Connection with our target market

@asfaleia_brand

https://

Website

Product+information



Twitter

News + competitors+ environment



Why are we placing so much importance on our media plan?



Extension of our digital marketing

Benefits in a long-term view, reaching millions of customers worldwide



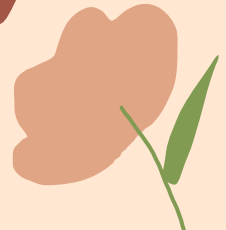
Brand building

Increase in brand recognition



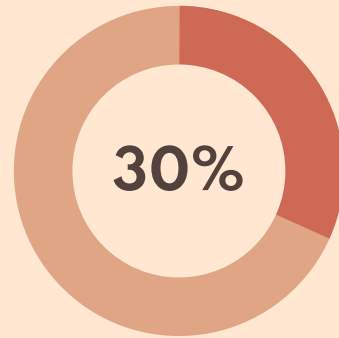
Business growth

Social interaction between businesses and customers is a increases sales and improves brand loyalty



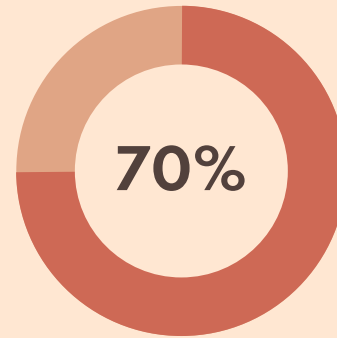
“Offline vs. Online” marketing

Offline



- **Magazine**
- “**Out of home**” ads, such as **billboards** or **papers** we will place on the street walls advertising our product

Online



- **Digital publications** (regular ads on emails with news)
- **Programmatic advertising**, (algorithm)
- **Social media** platforms



04

Timeline and competitors

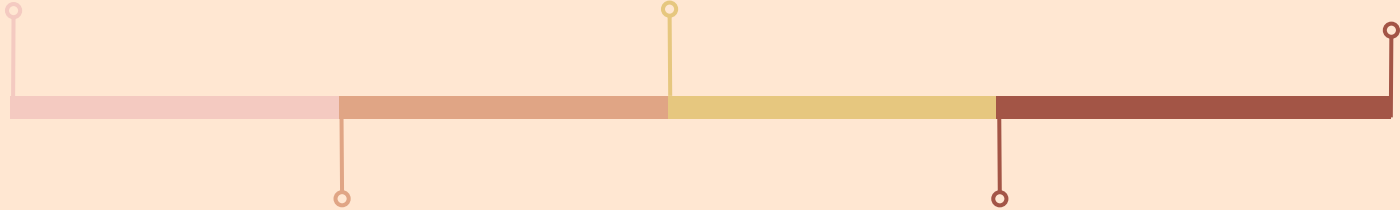
Timeline



October
Creation of
Asfaleia

December
Creation of our design and
regular posts on Instagram

Future
Start production and
increase sales

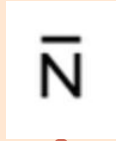


November
Instagram profile
creation

January
Development of
Asfaleia



Competitors



Nimb

aristocracy

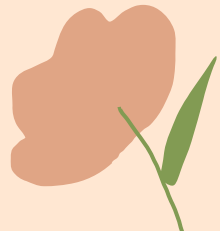
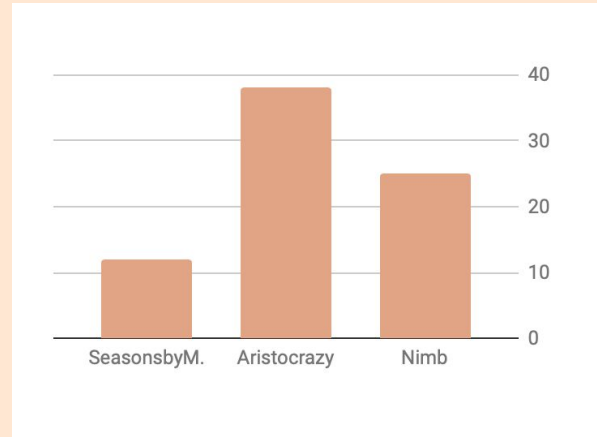
Aristocracy

Target audience:
older teenagers and
adults




Seasons by Macabla

Target audience:
young teenagers




Reviews on Nimb


Campaign FAQ ¹⁹ Updates ³⁴ **Comments ³³³** Community

 **Stephanie Kelly**
18 days ago


I never received this and gave you guys \$300 for something g I believed in. It's been years. If you weren't going to give out the product, refund the money... \$300 is a lot...

 **anisha smith**
21 days ago


I never received the ring I was promised

 **Tiffany Waters**
4 months ago

Disappointed in this. They termination their product and service making this worthless

 **Rayan Nahle** Superbacker
5 months ago

this is a scam, never got anything, i demand a refund.
<https://www.kickstarter.com/terms-of-use/oct2012>
"Project Creators are required to fulfill all rewards of their successful fundraising campaigns or refund any Backer whose reward they do not or cannot fulfill."

 **Igor Livant**
8 months ago

Never got mine!

Nimb is a ring with a panic button

Nimb is a ring with a panic button that allows you to send an emergency alert to preset contacts from the mobile app with just the touch of a thumb.



Emergencies can be scary, but Nimb provides vibration feedback to let you know that a message has gone out and help is on the way. Whether you're in trouble, experiencing a health issue or being attacked, Nimb is there to call for help when you need it most.

Thank you

Any questions?

