

## A. BUSINESS MODEL CANVAS

To what extent is the creation of our company valuable?

We think it will be profitable as it will not only be us selling our products we are offering an experiences we will inform them about

### 1.1 VALUE PROPOSITION

It is what makes us different from the competition, what makes a customer buy my product or not. It refers to how we create value for our clients through the products or services that they may want or need it. What problems do we solve or what needs do we satisfy? What opportunities do we detect or create? A research question must be included.