

## 1.2 KEY ACTIVITIES AND RESOURCES.

Key Resources: We will analyze the means we have to make the value proposition and make it viable. The more or fewer resources we need, the more or less financial effort we will need. We must detail our tangible and intangible resources (experience, contacts, skills, etc.) that are key to the development of our project. What are the main resources we need?

### Key Activities:

- Selling our product
- Keeping track of data
- Marketing
- Buying the material
- Manufacturing

### Resources:

#### Tangible:

- Manufacturing buildings
- Stands

#### Intangible:

- Permits
- Partnership
- Connections with suppliers

### Prioritization:

1. Establishing our connection with fabric suppliers
2. Manufacturing our product
3. Selling our products
4. Keeping a good relationship with our customers
5. Keeping track of data

## START INNOVA CRITERIA

**TANGIBLE AND INTANGIBLE:** Detail which are our tangible and intangible resources (experience, contacts, skills) that are key to the development of our project

**Key Activities:** We must define what we are and what we want to be. What is the key activity of your company? Think about the key activities that a company has to do to get the value proposition of your idea to the customer.

## START INNOVA CRITERIA

- **KEY ACTIVITIES:** Specify the key activities and processes that must be carried out to produce the value proposition
- **PRIORITIZATION:** Establish a priority between the different activities and key processes

