The Busines	ss Mo	odel C	anvas		Designed for:		Designed by:	Rebecca Tantillo	Date:	Version:
Key Partners Denim producer DTG printer Cut & sew Shipper	Denim producer Apparel producer DTG printer Cut & sew Shipper Mexage Mexage Mexage Mexage Social Webs Susta		(ey Activities • Product Development • Sales & Marketing • Inventory Management • Production • Distribution • Social Media • Website • Newsletters • Sustainable and ethical certification • Communication tools		Value Propositions		• Direct - sales and marketing • Direct - social media • Direct through customer service • Indirect through partnerships and ad placements		1) Queer women 2) Trans men 3) Straight/bi women 4) Queer men	ents
Operations: Overhead - Garment production / Printing - Salaries - Printing - Inventory - Shipping - Distribution - Advertising - Subscriptions/Licenses - To consider: content creation assistance for farmers/promultimedia assistance paid blog spot						1) Apparel / graphic line 2) Vlog - Ad revenues (a CLTV = \$287.34	Y1 Revenue = \$333,138			S

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