

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<p>Primary partners A renowned toy manufacturer that has the technology, resources and infrastructure to help us build our Happikas.</p> <p>A steady set of supply partners with strengths in material knowledge, procurement and processing.</p> <p>Secondary partners Players in Big Tech such as Garmin, Apple, Google, Samsung, OnePlus and Fitbit. We use their existing platforms for our service delivery.</p> <p>A team of Behavioral Researchers, Psychologists, Engineers and Industrial Designers that help build impactful Customer <> Happika interactions.</p> <p>Tertiary partners Sales and Distribution partners. PETCO and Animal Shelters.</p>	<p>Product activities Conduct sound research to develop impactful interactions. Develop and manufacture the physical product, integrate with existing smartwatches and conduct pilot tests to improve the base product and service.</p> <p>Marketing activities Develop a strong team, create a strong brand identity and invest in marketing strategies. Build relationships with key tech and sales partners.</p> <p>Key Resources</p> <p>Behavioral Researchers, User Researchers, Working Psychologists and mental health professionals.</p> <p>Industrial Designer, Interaction Designer, Product Designer, Engineers, Programmers and Backend teams.</p> <p>Sales, Marketing, operations and Customer Engagement Teams</p>	<p>Key Value we unlock Enable self-care routines with a change in attitude and behavior. Identify, communicate and guide people through their anxiety by building healthy rituals.</p> <p>Why it works Co-dependence is considered a negative thing. Happika is an extension of one's true emotions and actions which not only makes it easily identifiable but also hard to ignore.</p> <ul style="list-style-type: none"> Happika becomes your small, lovable and empathetic emotional wellbeing partner. It helps build positive daily rituals that help you get habituated to happiness in small yet important ways. <p>Core need we solve Anxiety and mental distress often comes with loneliness and fear of being judged. Happika becomes an externalized mirror that makes one feel seen, supported and heard at all times.</p>	<p>Our customer relationships are built on trust, empathy and inclusivity where we truly support them through their self-care routines.</p> <p>We encourage our customers to be their full and complete self. We guide our customers through all steps</p> <p>We constantly educate our customers about rituals that create positive changes with the support of psychologists and mental wellbeing thought leaders.</p> <p>We create a safe and trustworthy community for our customers.</p> <p>Channels</p> <p>Key Sales Channels</p> <ul style="list-style-type: none"> Website Online/Offline Retailers such as Amazon, BestBuy, Lowes, PETCO Therapists and Mental Health Professionals <p>Key Marketing Channels</p> <ul style="list-style-type: none"> Social Media platforms such as Instagram, TikTok, YouTube, Facebook, Snapchat Online Advertisements and News media. Endorsements, recommendations and reviews by creators, vloggers and influencers. 	<p>Primary Customer Our primary customer is the average, socially active, literate and connected GenZ demographic.</p> <ul style="list-style-type: none"> Loneliest generation Most connected Hyper-aware <p>Secondary Customer Our secondary customers are people directly or indirectly connected with GenZ</p> <ul style="list-style-type: none"> Friends and Family Millennials Therapists Educational Institutions
Cost Structure		Revenue Streams		
<p>Product Costs Product manufacturing costs are ~ \$100 / item Cost to manufacture accessories ~\$10 / item</p>	<p>Working Costs</p> <ul style="list-style-type: none"> Cost of Human Resources Marketing and advertising costs Cost of Technology 	<p>Primary Revenue Stream The retail price of our product is \$299 which comes with a set of free services.</p> <p>Customers can purchase additional premium services at a monthly subscription fee of \$9.99 or a yearly fee of \$99.</p>		<p>Secondary Revenue Stream Our universe of personalized and customized products, avatars, skins, events and community activities create a continuous source of revenue with an average of \$200 per year per customer.</p>