

JOINT MAGIC BUSINESS PLAN CANVAS

<p>KEY PARTNER</p> <ul style="list-style-type: none"> ➤ Producer <ul style="list-style-type: none"> ➤ 3D printer ➤ Inject molding ➤ Chipping ➤ Raw materials <ul style="list-style-type: none"> ➤ Cones ➤ Tobacco ➤ Cannabis ➤ Filters ➤ Etc. ➤ Logistic Partner <ul style="list-style-type: none"> ➤ Assembly ➤ Packaging ➤ Logistics ➤ Distribution <ul style="list-style-type: none"> ➤ Online ➤ Shop ➤ Dealer network ➤ Licensee ➤ Investor 	<p>KEY ACTIVITES</p> <p>Product:</p> <ul style="list-style-type: none"> ➤ Development ➤ Production ➤ Logistics <p>Market:</p> <ul style="list-style-type: none"> ➤ Partner (production, cones, packaging, distribution) ➤ Online presence ➤ Marketing <p>Financing:</p> <ul style="list-style-type: none"> ➤ International protection ➤ Tooling ➤ Marketing 	<p>OFFER, VALUE PROPOSITION</p> <ul style="list-style-type: none"> ➤ New unique solution ➤ All-in-one (Cone, Grind, Tube, Consume) ➤ No manual handling in-between gadgets ➤ Consistent quality of joint ➤ Efficient process 5 joints out of one filling ➤ No training or dexterousness needed ➤ Subscription model ➤ Affiliate program, crypto voucher token system ➤ Conscious consumption by rituals 	<p>CUSTOMER RELATIONSHIP</p> <p>Attract:</p> <ul style="list-style-type: none"> ➤ Crowd funding ➤ Online marketing ➤ Stationary shops <p>Hold:</p> <ul style="list-style-type: none"> ➤ Subscription & affiliate model ➤ Upgrades <p>Grow:</p> <ul style="list-style-type: none"> ➤ Product development (materials, sizes) ➤ Additional products 	<p>CUSTOMER SEGMENTS</p> <p>End customer:</p> <ul style="list-style-type: none"> ➤ Stoner, smoker ➤ First mover gadget lovers ➤ Non-rollers (18-35 & older, handicapped) ➤ Legalised countries: <ul style="list-style-type: none"> ➤ USA, Germany, Thailand, South Africa, Spain, Canada, Netherlands, Portugal, Uruguay <p>Trade:</p> <ul style="list-style-type: none"> ➤ Stationary shops (smoke & head) ➤ Online shops ➤ Direct sales by MLM <p>Others:</p> <ul style="list-style-type: none"> ➤ Influencer ➤ Producer / distributor ➤ Dealer network
	<p>KEY RESOURCES</p> <ul style="list-style-type: none"> ➤ Product design (patent) ➤ Brand "JointMagic" ➤ Online presence / shop ➤ Distribution ➤ Direct end customer contact ➤ Producer of product ➤ Producer of materials 		<p>KEY CHANNELS</p> <ul style="list-style-type: none"> ➤ Web presence ➤ Online shops ➤ Stationary shops ➤ Dealer network ➤ Trade fairs ➤ (3D Print shops) 	

SPENDING

Variable Costs:

- Raw material costs
- Manufacturing costs
- Packaging
- Logistics
- Dealer margin / affiliates

Fixe Costs:

- Production equipment
- Marketing (web page, online, in store)
- Infrastructure
- Overhead

INCOME

- Product price
- Recurring cone sells
- Customisation, replacements
- Additional products (tobacco, cannabis)
- Royalties