

Business Model Intelligent Toothbrush

Integrated Skills for Innovative Physics (SCIP504)
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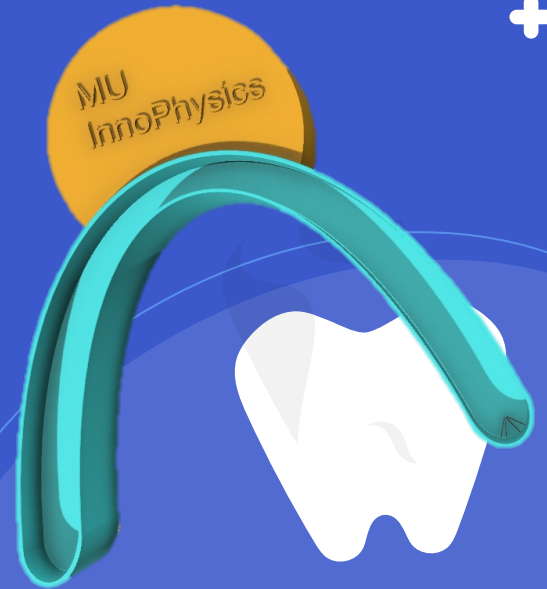


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01

HOW

Know ourself

KEY PARTNERS



- Researcher and Developer
- Manufacturer
- Supplier
- Authorized reseller
 - Clinics
 - Dentists

KEY ACTIVITIES

- Research and Development
- New product release
- After sell services



KEY RESOURCES

- Products
- Database
- Advertisements
- Staffs





02

WHAT

Our Value

VALUE PROPOSITIONS

18:15

HOURS

Saved each year from time
reduction

57

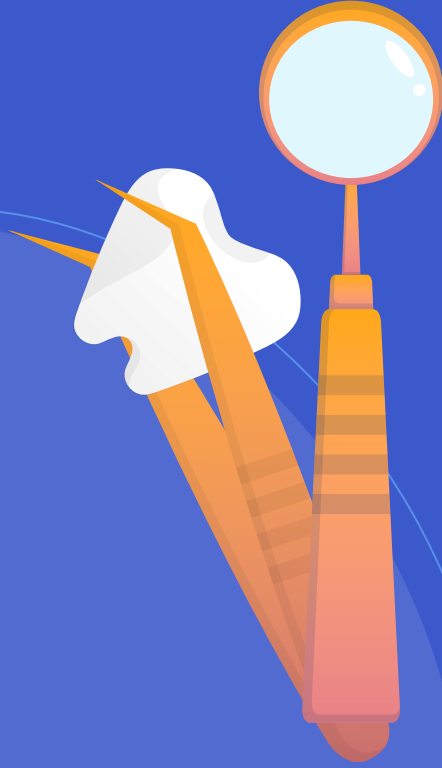
**Percent of
adolescents**

Have cavity in their
permanent teeth which
should be reduced

<https://www.cdc.gov/oralhealth/fast-facts/cavities/index.html>

VALUE PROPOSITIONS (2)

- Make life easier
- make daily dental care easier for people who may have hard times such as
 - **people with Parkinson or depression**
- people who have limited time slots like mothers
- someone who works around the clock
- for lazy person



03

WHO

Our Value

CUSTOMER **RELATIONSHIPS**



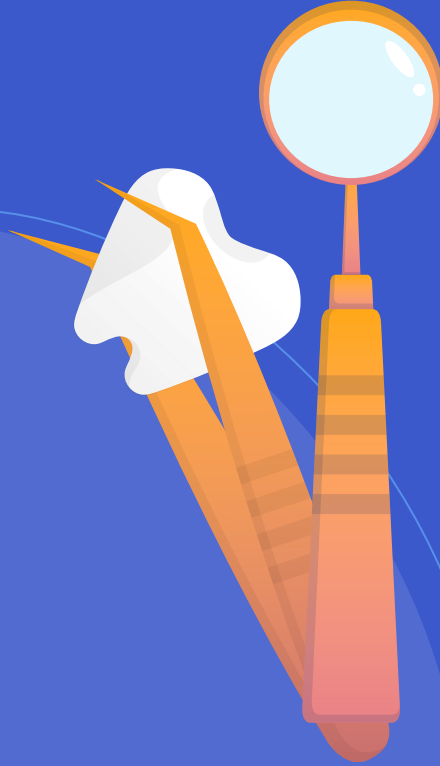
- Loyalty program
- Hotline call center
- Feedback form
- Exchange forum
- Companion products
- Custom personal products

CHANNELS

- Influencer
- Social media
- eCommerce
- Authorized reseller
 - Clinics
 - Dentists
- Flagship store
- Customer service center

CUSTOMER SEGMENTS

- Patients with handling problems
- New mom for herself and her children
- Lazy people
- Dental clinics



04

MONEY

Cost Structure
&
Revenue Streams

COST

STRUCTURE

- Salary => 20%
- R&D => 10%
- Marketing => 30%
- Manufacturing cost => 25%
- Maintenance => 15%

REVENUE

STREAMS

- Product selling
 - Direct sell
 - Authorized reseller
- Subscription for loyalty programs

THANKS!

Do you have any questions?

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