Example of a business model CANVAS for the business model of an igloo building company

Key partners
- Ice building engineer
- Igloo installer
- Snow bricklayer
- Solar panel installer
- Ice hole driller (for sanitary facilities)

Key activities
- Stamp and saw snow
- Build igloo
- Install sanitary facilities and electricity
- Install storm-proof accommodation
- Recycle-friendly house
- Inexpensive home
- Unique experience

Value propositions
- Storm-proof accommodation
- Good indoor climate, minimal pollution
- Recycling-friendly house
- Inexpensive home
- Unique experience

Customer relationships
- Igloo community
- Rental contracts
- Service contracts
- More beautiful living
- Unique experience

Customer segments
- Hunters
- Researchers
- Accessible fridge
- Tourists
- Inuit (second home)

Channels
- Own website
- Amazon marketplace
- Airbnb

Revenue streams
- Selling igloos
- Renting igloos
- Tuning igloos
- Moving igloos
- Recycling: premium drinking water

Cost structure
- Construction staff
- Administrative staff
- Cheap material
- Snowcat truck lease / buy

Source: „blog.mid.de/was-ist-business-model-canvas“ from MID GmbH, Nuremberg

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