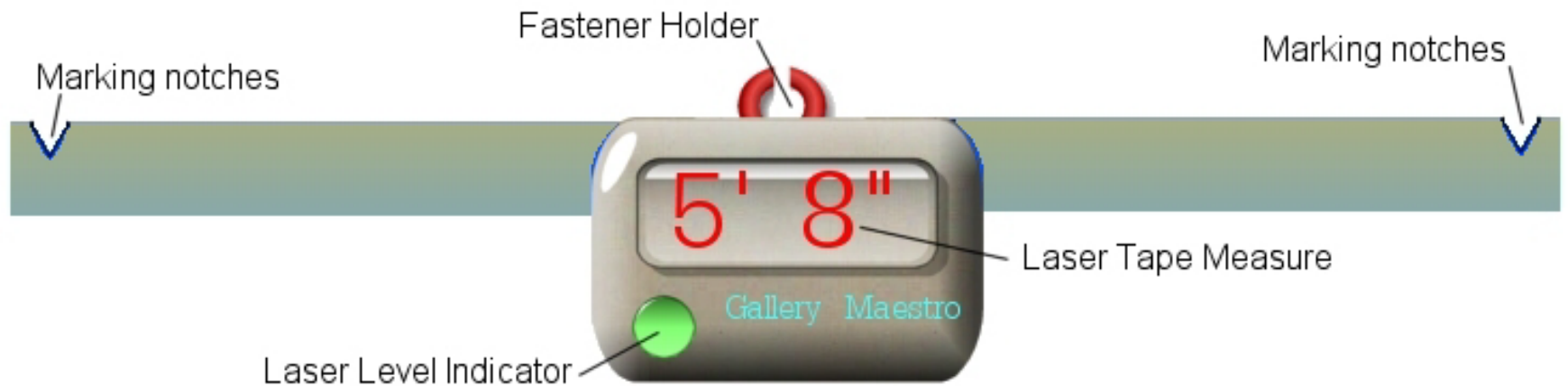


Gallery Maestro

The Quest to Validate

What is the Gallery Maestro?



A High Tech device to eliminate
picture hanging pain

Gallery Maestro
Quest for Validation

What does it do?



Centers, measures, and levels using laser technology

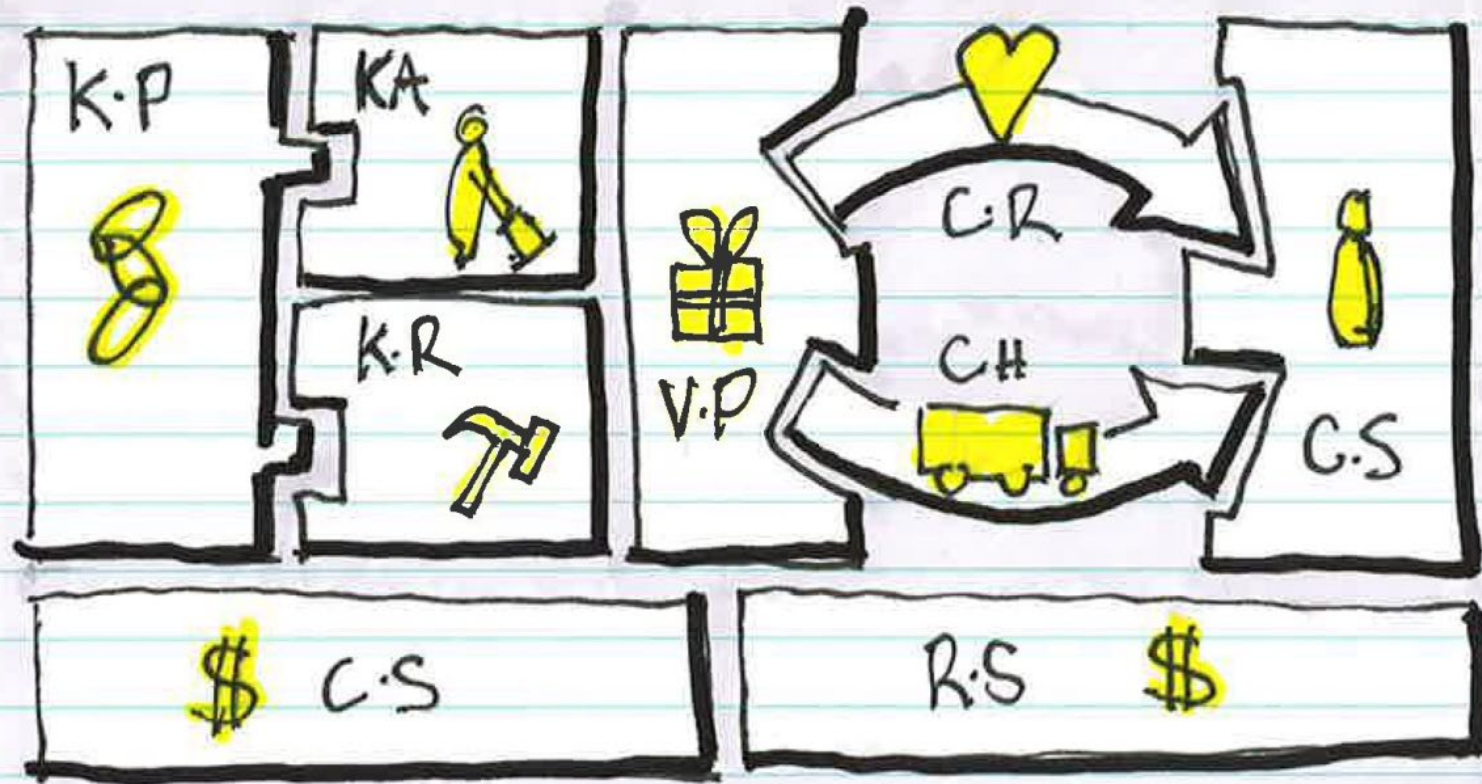
Gallery Maestro
Quest for Validation

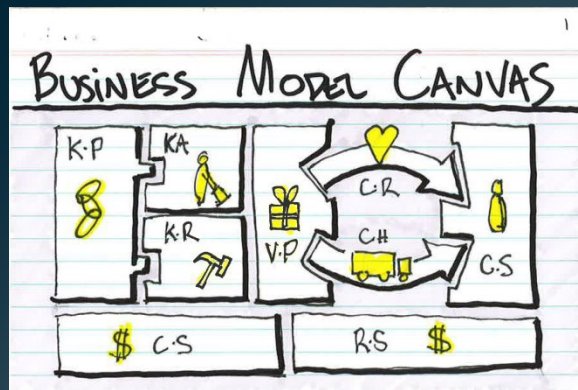
But...is it a great business opportunity?

Does it solve a pressing customer problem?

Using Business Model Canvas we will try to determine the answers to those questions

BUSINESS MODEL CANVAS





Best way to validate

Simple, but effective

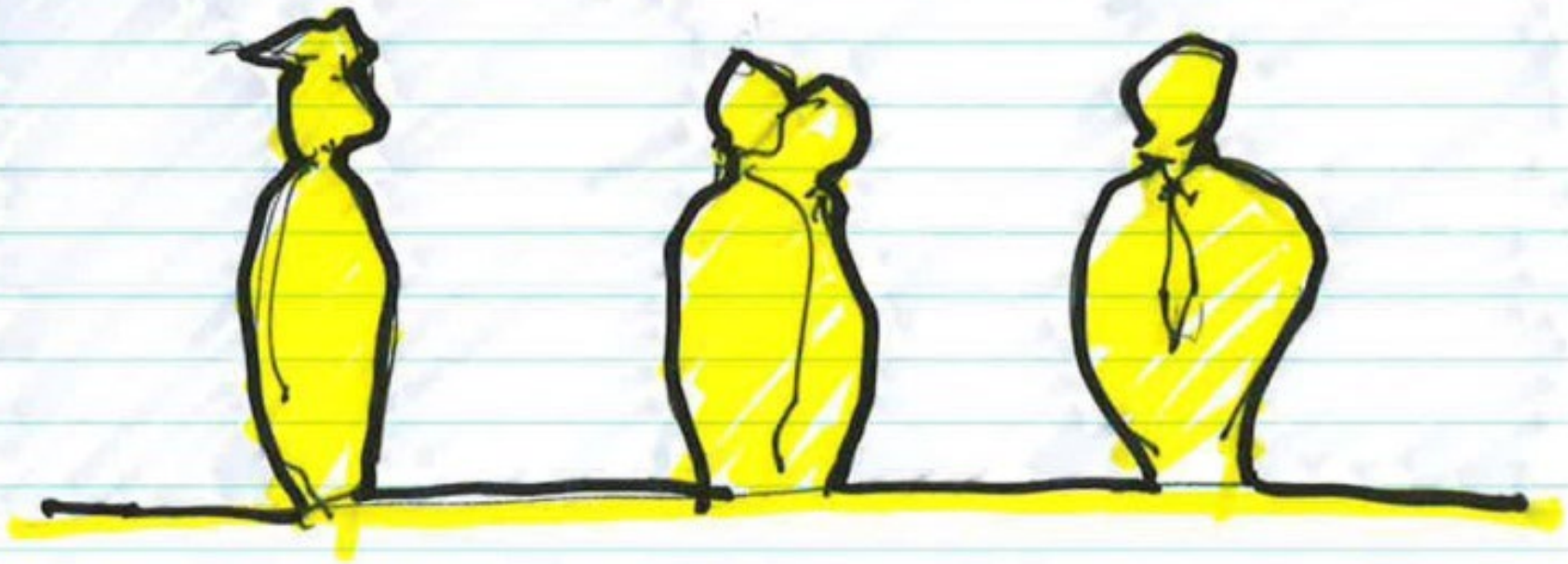
Currently a standard for investors

Highly recommended by Academia

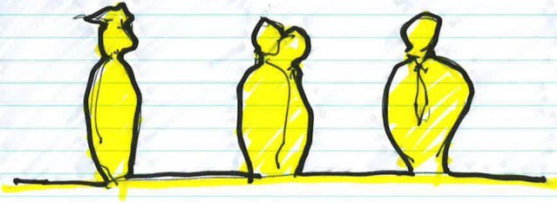
Helps to collate ideas

discuss each section

CUSTOMER SEGMENTS



CUSTOMER SEGMENTS



DIY Homeowners

Artists and Craftsmen

Decorators

Gallery Staff

Wholesale

Big Box Stores (Lowes, Home Depot)

VALUE PROPOSITION



3
VALUE PROPOSITION



Have we identified a true customer problem or hurt?

What is our main target demographic? On-line surveys

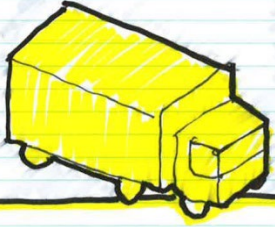
Is our Price Point reasonable and competitive? Market Research

Is it easy to use? Demos

CHANNELS



CHANNELS



Trade Shows

Online

Home Shows

Gallery Openings

House Staging Companies

Moving and Shipping

CUSTOMER RELATIONSHIPS



CUSTOMER RELATIONSHIPS



Testimonials

Google Reviews

Create Customer Champions

Responsive Customer Service

Free Shipping for Returns

Hot Line

REVENUE STREAMS



REVENUE STREAMS

6



Direct Domestic Sales

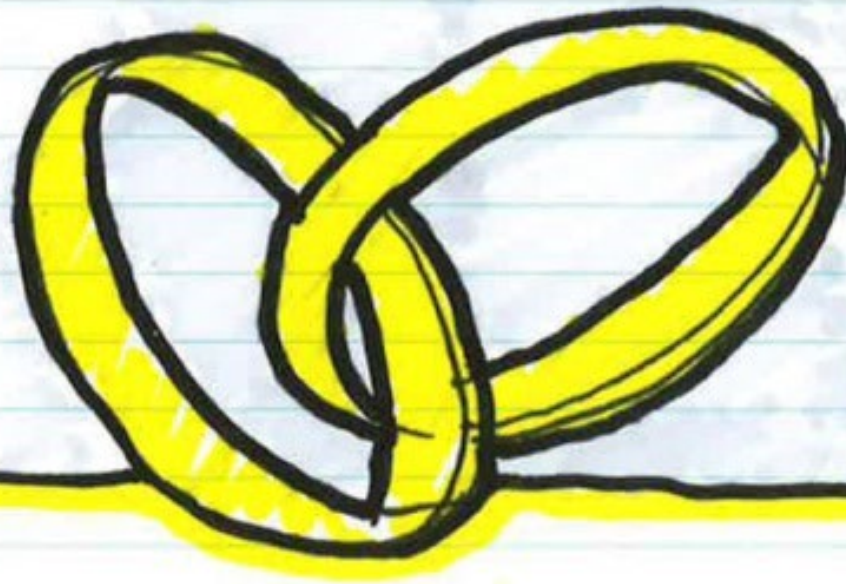
Indirect Sales

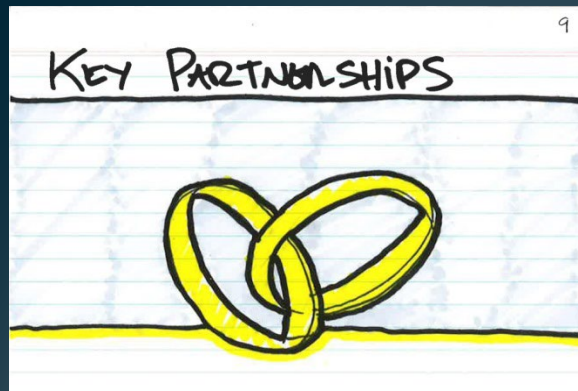
Franchise

Licensed Manufacturing

Global Sales

KEY PARTNERSHIPS





Manufacturing partner

Supplier partners

Financial Partner

Technical Partner

Marketing Partner

Legal Partner

Key Activities





Licensing and Permits

Manufacturing

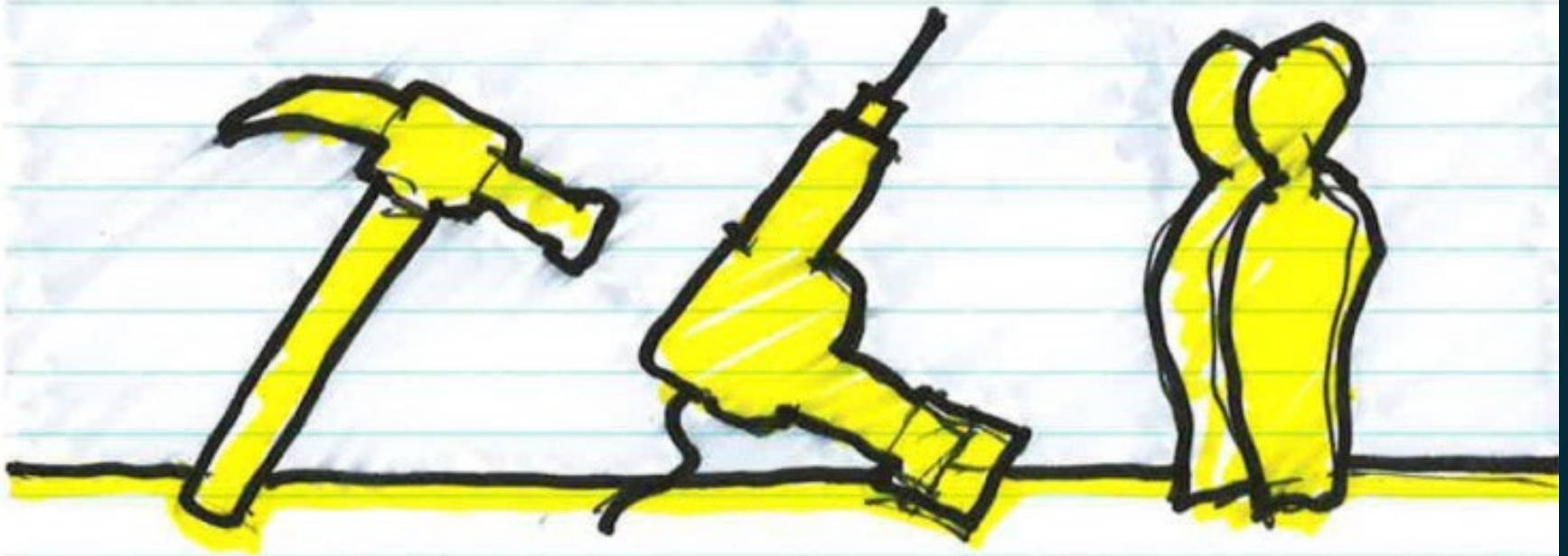
Inventory and Warehousing

Office and Admin

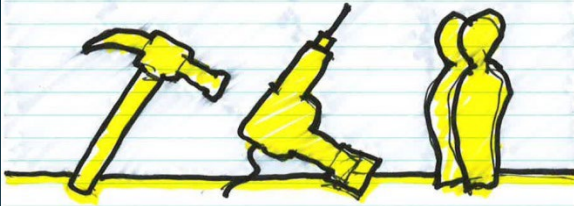
Start Marketing Campaign

Commence Selling

KEY RESOURCES



Key Resources



Inventor

Patent

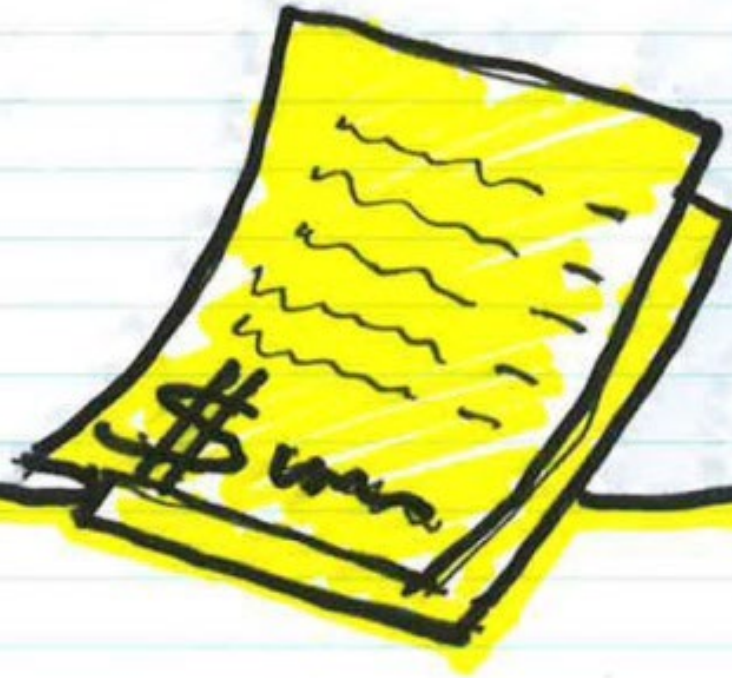
Intellectual Property

Good Will

Supplier Relationships

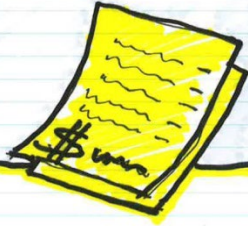
Unique Product, No Competition

COST STRUCTURE



COST STRUCTURE

10



Set up as LLC

Licenses and Permits

Short Term Startup funding

Lean Manufacturing

Sales Revenues Offset

Raw Materials

Thank you for the opportunity
to introduce the Gallery
Maestro business opportunity,
and for your kind attention!