

# Business Model Canvas

## 3DSouvenirs

### Key Partners

Merkine Regional Museum  
Merkine Culture Centre  
Dzūkija National Park  
Inovatyvi karta  
Local restaurants

### Key Activities

Cleaner environment  
Attractive and original souvenirs  
Entrepreneurial experience for young people and the community of the town.  
Closer community relations  
School collaboration with business

### Key Resources

Assistance of an IT mentor in the production of souvenirs  
Merkine Vincas Kreve Gymnasium provides facilities, 3D printer, materials.  
Innovative Generation provides materials.  
Students create their own articles.

### Value Propositions

We will make souvenirs from 3D printing plastic, which we will try to make and recycle ourselves.  
People will be able to express their support for Ukraine and patriotism by wearing our brooches with the symbols of Lithuania and Ukraine.  
Keychains that attract everyone's attention, Statuettes that will enhance and complement the atmosphere of your room.

### Customer Relationships

We will produce souvenirs and attribute that will reflect our country and the culture of our town, we will connect the products with ongoing actions. We will encourage the community to actively participate in action events.

### Channels

Varena district press, Social networks, Facebook pages, “Merkine Vincas Kreve Gymnasium“, “Kreve Student Council“, “Young Entrepreneurs of Merkinė“, “Merkine Community”, Instagram; Leaflets in public places (Merkine Region Museum, Dzūkija National Park, Varena Education Center, Merkinė Culture Center).

### Customer Segments

Assistance of an IT mentor in the production of souvenirs  
Merkine Vincas Kreve Gymnasium provides facilities, 3D printer, materials.  
Innovative Generation provides materials.  
Students create their own work

### Cost Structure

Paints, clips, magnets, etc.): 50 Eu.  
Materials (provided by *Innovative generation*): 50 eur.  
Cost of one product: 5 Eu.  
Selling price: 10 Eu.  
Half-year expenses: 150 Eu.  
Unforeseen expenses: 30 Eu.  
We will use social media and self-made and printed leaflets and brochures for advertising, so there will be no costs.

### Revenue Streams

It is planned to produce 30 items in half a year. (If necessary, production volumes can be expanded)  
Income for collected and sold plastic: 30 EU  
Income: 300 Eu.  
Profit: 150 Eu



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