

Business Model Canvas

<u>Goals</u> Reaching 15% of the 50% of Egyptian youth affected by passive smoking	<u>Customers</u> - Secondhand smokers - children - Asthma patients - pregnant women - Heart diseases patients	<u>Value prepositions</u> - Ease of usage of the product - cheap - effectiveness performance	<u>Marketing plans</u> -Facebook campaigns (content marketing), Facebook ads and Marketing through presence in youth gathering areas (cafes-hospitals-large shops)	<u>Time schedule</u> 2023:2024 Establishing a factory for the modified masks Spreading awareness of the dangers of passive smoking Obtaining a license from the Ministry of Health i n Egypt to sell the mask
	<u>Channels</u> pharmacies and factories	<u>Revenue and sustainability</u> Total :30,000 EGP per month 360,000 EGP per year Industry price: 30,000 EGP per month selling price: 37,000 to 45,000 EGP per month Net profit: 7,500 to 15,000 EGP per month Total marketing cost: 450 EGP per month Facebook ads: 200 EGP Instagram ads: 250 EGP	<u>Techniques</u> Advertising campaigns and posters to raise awareness of the dangers of passive smoking Advertising	2024:2025 Dissemination of the modified mask in pharmacies, cafes and closed places 2025:2026- Introducing the development of chitosan material in the mask Reducing the price of the mask Increase promotional ads on Facebook and Instagram Reaching the first million users of the mask

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