

OneWorld Adventure Company



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Business Model

Sketch Out Your Hypotheses

The business model canvas lets you look at all nine building blocks of your business on one page. Each component of the business model contains a series of hypotheses that you need to test.

KEY PARTNERS Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?	KEY ACTIVITIES What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?	VALUE PROPOSITIONS What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?	CUSTOMER RELATIONSHIPS How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?	CUSTOMER SEGMENTS For whom are we creating value? Who are our most important customers? What are the customer archetypes?
	KEY RESOURCES What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?		CHANNELS Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?	
COST STRUCTURE What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?		REVENUE STREAMS For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?		

One World's Objective

“To empower each participant with solid decision making skills in order to effectuate positive change in their lives and the natural world around them, and to put knowledge in them about our local waterways, to provide protection for our future”



Key Partners

Chamber of Commerce
Masters Gardeners
Crash Pad Chattanooga
The Secret Bed and Breakfast



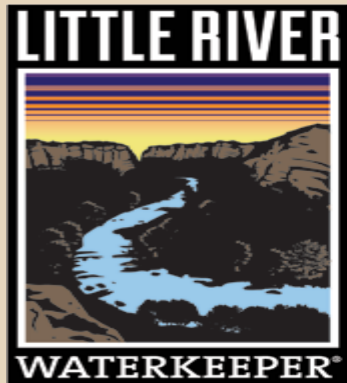
Key Activities

Summer Day Camp Program

School Outreach Program

State Parks Contracts Program

Little River Water Keeper Program



Key Resources

City of Fort Payne School students
Internship Programs
Donations/Investments
Partnerships (see Key Partners)
UA Entities:
 Environmental Science
 Program
 Club Geography



Value Proposition

“One World Adventure Company delivers individuals with education and service for promoting environmental advocacy, along with solid decision making skills in order to effectuate positive change in their lives and the natural world around them.”

Marketing Plan

Channels of Marketing

Social Media
Website

Billboards
Fundraisers



Social Media

Facebook:

How to get ratings
What to post

Twitter:

Using Twitter tools
and best
practices
Building your
Network
Communicating



- Instagram:
 - How to get gain followers
 - Types of pictures to post
 - Report Live

Website

Overall Appearance

Increase the font size

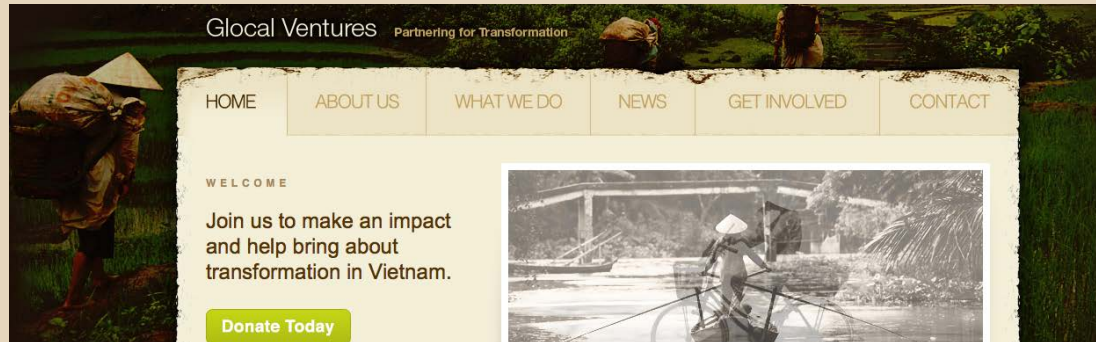
Add more pictures

Add more detail about One World Adventure

Link important pages on the bottom or side of every page

Example website:

<http://www.glocalventures.org/index.php>



● Homepage

○ Communicate

- Answer who One World is
- Answer What One World does
- Appeal to target audience

○ Use "calls to action"

- Examples:
 - Learn more
 - Donate here
 - Book an adventure package now

○ Constantly changing

- Remove old and outdated information
- Frequently update current events and activities

Billboards

Sizes

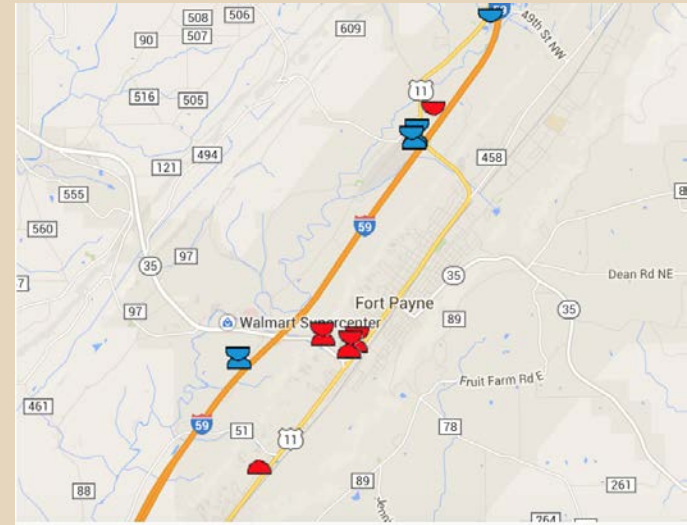
- Bulletin
- Poster
- Junior poster
- Digital

Prices

Smart to budget \$500 to \$1000 for design

Popular Roads

- I-59
- HWY 35



Fundraisers

Music in the Mountains

One World 5K

Hike for Humanity

DeKalb County Art Show

Bingo its Name-O

Karaoke Style

Fort Payne Auction

Calendar Sale



Customer Segments

Segment customers by:

Children of all ages

Campers age 7-13

One Day Adventurers age 8-12

Teen Adventure Travel age 13-16

Adults of all ages

Families

Groups



Competitors

Tourist Attractions - Chattanooga

Ruby Falls

Desoto Caverns

Rock City

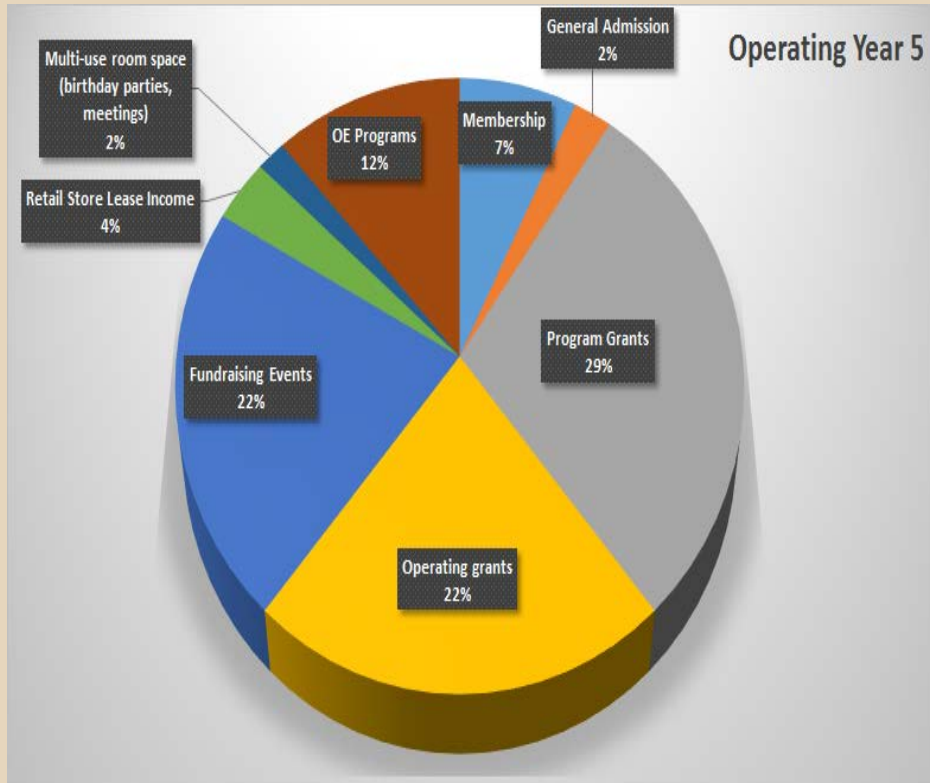
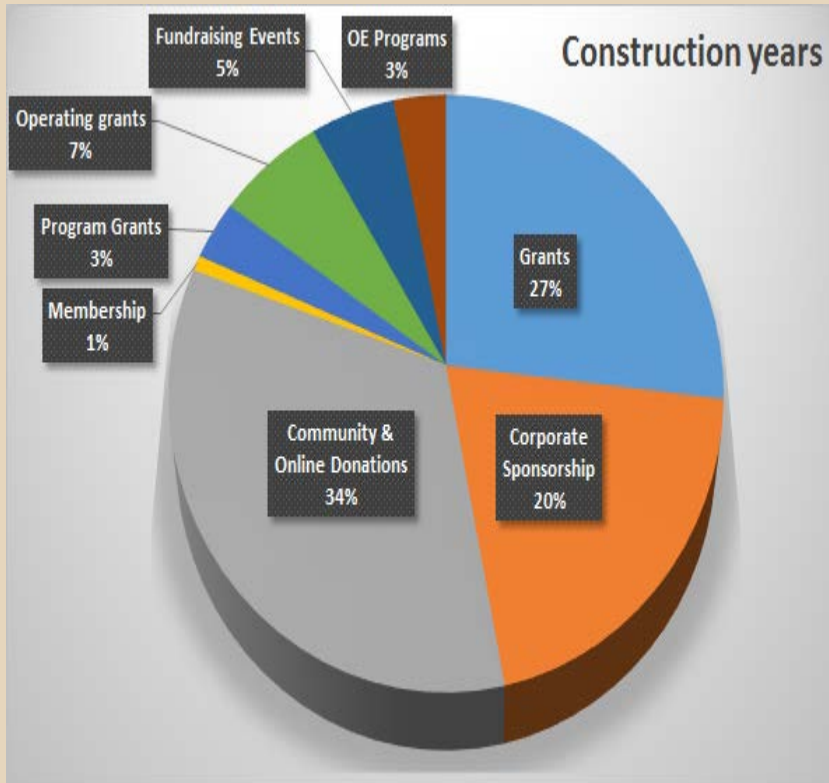
Tourist Attractions - DeKalb County

Little River Canyon Center

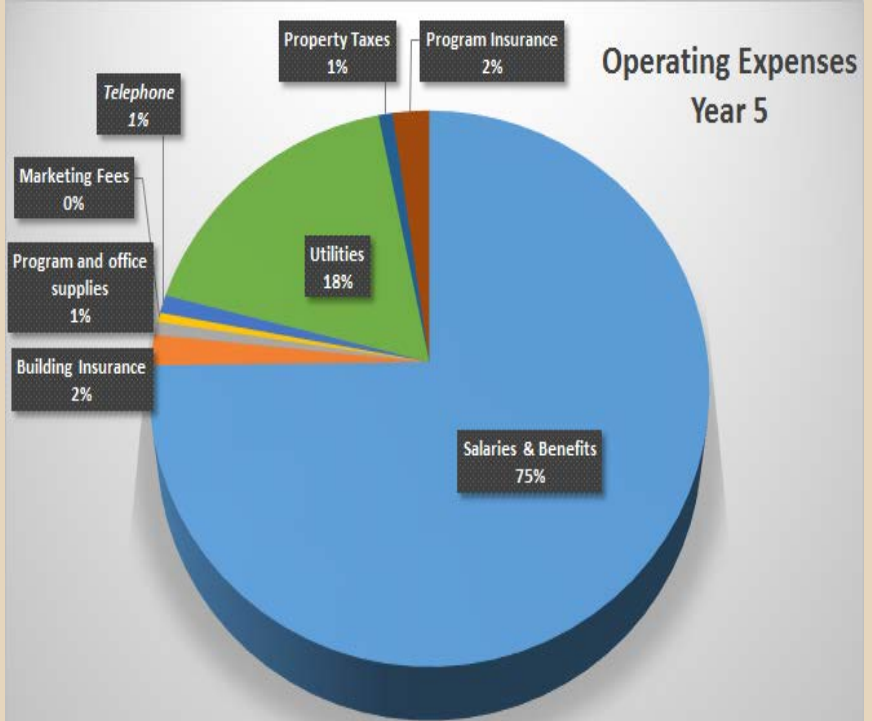
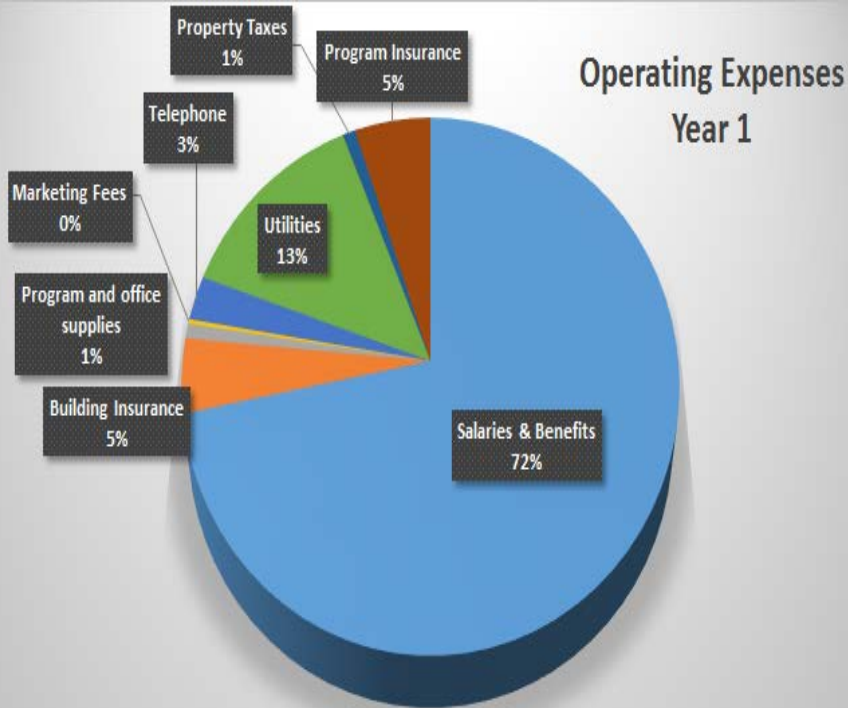
True Adventure Sports



Financials: Revenue



Financials: Cost



TOWS Matrix

	Opportunities <ul style="list-style-type: none"> • New education center • State Park contracts • Awareness and tourism in the area • Public lands • Growing trends for outdoor recreation • Gateway Trail project • LID work and education • Potential Crash Pad 	Threats <ul style="list-style-type: none"> • Competitive and sustainable Crash Pad Chattanooga • Potential of State Parks closing • Unplanned expenses • Substitutes of other activities • Proximity to Chattanooga
Strengths <ul style="list-style-type: none"> • Sustainable Programs • Fills a need in the community • Staff knowledge and education • Environmental location • Has credibility and recognition 	SO <ul style="list-style-type: none"> • Sustainable programs in a new education center • Awareness and tourism fills a need in the community • Has credibility and recognition for the growing trends for outdoor recreation 	ST <ul style="list-style-type: none"> • Sustainable Programs lose resources if State Parks are closed • Substitutes of other activities could fill a need in the community • Proximity to Chattanooga could threaten the environmental location
Weaknesses <ul style="list-style-type: none"> • Limited financial resources • Volunteer recruitment • Facilities • Lack in Board of Directors • Balancing sustainability with expansion • Continued education and certification/ professional development 	WO <ul style="list-style-type: none"> • Volunteer recruitment through LID work and education • Growing trends with outdoor education helps balancing sustainability with expansion • State Park contracts possible help with Board of Directors 	WT <ul style="list-style-type: none"> • Limited financial resources could create more competition with Crash Pad Chattanooga • Balancing sustainability with expansion can become more challenging with unplanned expenses

Pestel Analysis

Political

- Alabama parks officials say cuts proposed in the 2016 General Fund budget now before the state Legislature will lead to the closing of 15 state parks in the near future.

Economy

- Unemployment Rate
- Recent Job Growth
- Future Job Growth
- Sales Taxes
- Income Taxes
- Income per Cap
- Household Income
- Family Median Income

Social

- Population: 14,068/ growth from 2000-2014 is 8.27%
- Crime: on a scale from one to one hundred
- Violent crime: 45.9
- Property crime: 46.1
- Religious: 55.37 affiliate with religion.

Technology

- Classrooms are starting to use advanced technology for children such as laptops and iPads

Environmental

- 55 inches of rain per year
- 1 inch of snowfall per year
- 204 sunny days
- Humidity higher than U.S. average

Legal (construction permits)

- General building permits
- repair permits
- installation of gas, plumbing and electrical fixtures

Crash Pad Chattanooga

“Our mission is to further establish Chattanooga as an ultimate outdoor destination by providing a base camp and community hub for adventurous travelers”

4 types of rooms:

- Super Bunks
- Private Room
- Chat Room
- Super Queen

Donations

Local Partnerships

Amenities



