

# Business Model Canvas

Designed for:

Ripple Rush

Designed by:

T028

Date:

13/05/2025

Version:

1

## Key Partners

RippleRush's key partners include component suppliers who provide essential parts like vibration motors, foam exteriors, and rechargeable batteries to ensure quality and safety. OEMs manage mass production and assembly, enabling cost-effective scaling. Retail and gym partners such as Decathlon and Anytime Fitness help distribute the product directly to fitness consumers. Fitness influencers on platforms like TikTok and Instagram boost brand visibility through sponsored content. Lastly, logistics providers like Ninja Van and Qxpress support efficient and reliable e-commerce delivery.

## Key Activities

RippleRush focuses on R&D for product performance, partners with OEMs for manufacturing and quality control, and promotes through social media and influencer marketing. Sales are managed via e-commerce and retail coordination, while customer support handles post-sale care and gathers feedback for continuous improvement.

## Key Resources

RippleRush's key resources include its 3-in-1 product design, a scalable supply chain with OEM partners, a skilled multidisciplinary team, strong digital assets, and initial funding for production and marketing.

## Value Propositions

RippleRush offers a unique 3-in-1 solution that combines a protein shaker, foam roller, and massage gun into a single compact device — perfect for gym bags and travel. Its space-saving, user-friendly design appeals to modern, lifestyle-conscious users. By enhancing post-workout recovery through vibration massage and myofascial release, RippleRush promotes faster relief from soreness. Priced between \$60–\$80, it provides a cost-effective alternative to purchasing three separate tools, delivering both value and convenience to fitness enthusiasts.

## Customer Relationships

RippleRush fosters customer relationships through educational content, responsive support, and a 1-year motor warranty. Feedback tools and social engagement help build community, while referral and reward programs drive loyalty and retention.

## Channels

RippleRush sells primarily through its e-commerce site, supported by online marketplaces and retail outlets like Decathlon and gyms. It engages customers via fitness expos, pop-up demos, and social media campaigns to boost visibility and drive traffic.

## Customer Segments

RippleRush targets gym-goers aged 18–45 who prioritize convenience and quick recovery after workouts. It also appeals to amateur athletes training for events who need portable recovery tools. Wellness-focused individuals practicing yoga, pilates, or light fitness use it for injury prevention and muscle care. Traveling professionals benefit from its compact design for recovery and nutrition on the go. Additionally, physiotherapy clients form a secondary market, using RippleRush for gentle vibration therapy and mobility support at home.

## Cost Structure

RippleRush's cost structure includes a unit cost of approximately \$43.35, covering materials like foam and plastics, electronic components, and outsourced assembly. One-time tooling and R&D expenses account for mold creation, prototyping, and durability testing. Marketing costs encompass paid ads, video production, influencer partnerships, and sample distribution. Warehousing and delivery expenses cover storage, packaging, and shipping, particularly for e-commerce orders. Operating overheads include domain hosting, admin tools, design software, and legal or IP-related services.

## Revenue Streams

RippleRush generates revenue primarily through retail and online sales, with units priced between \$60–\$80. Bulk orders from gym chains, wellness programs, and corporate events contribute to income through larger purchases. Additional revenue comes from selling accessories like foam roller sleeves, shaker bottles, and branded cases. Future releases of premium editions, featuring added features like app control or heat massage, will offer higher price points. Long-term opportunities include app subscriptions for personalized recovery routines and licensing the product design to other brands.

Neos Chronos Business Model Canvas Word