

<p>Key Resources: Clearly identify the name of your business, the product and/or service your business provides, how you plan to provide your service, and/or source the materials needed to produce your product, and give a brief explanation of production details.</p>	****	<p>Identity</p> <p>Slow Mo Joe manufactures high-quality hair mousse, Hemp Head, exclusively using materials made from marijuana hemp for all production purposes, ranging from the mousse itself to the product packaging. All materials are sourced from local hemp farmers, within the Otero county region.</p>	<p>Problem</p> <p>Cosmetologists, and consumers alike, are looking for high-quality hair products that both help revert the plastic waste problem in America, as well as, promotes the plentiful uses of marijuana hemp.</p>	****	<p>Customer Relationships Explain how your service and/or product will benefit your community. Does your service and/or product help "solve a problem?" or provide a "better way of doing things?"</p>
<p>Value Proposition: Alongside, again, a brief explanation of your service and/or product, should be included a statement describing why your business is valuable and effective.</p>	****	<p>Our Solution</p> <p>Our handcrafted hair mousse is made from 100% all natural, locally sourced hemp materials. Our product is designed to reduce plastic waste and promote hemp production.</p>	<p>Target Market</p> <p>The target audience is adults and teenagers specifically looking for a high-quality hair product made with hemp materials.</p>	****	<p>Customer Segment: Describe your target audience. (who will benefit from your service and/or product).</p>
<p>Value Proposition: Explain, briefly, the competition your business will be selling against, and how you plan to excel against said competition.</p>	****	<p>The Competition</p> <p>All hair products are part of a niche market with companies of all sizes. Competitors combining hair cosmetics with hemp production include: High Times Hairstyles, Hempy Hair, Cliché, and Roovers International. Slow Mo Joe intends to excel against competitors by offering consumers a free sample of Hemp Head after signing up</p>	<p>Revenue Streams</p> <p>Slow Mo Joe will sell directly to costumers from a physical location located at 123 Adams Ave, La Junta, Colorado 81050, as well as, at craft fairs and online sales through Slow Mo Joeâ€™s Facebook page, and website at Slowmojoeâ€™shemphead.com</p>	****	<p>Revenue Streams: List all streams of revenue and income platforms.</p>
<p>Channels: Describe the streams of communication, advertising, and marketing your business is or will be utilizing.</p>	****	<p>Marketing Activities</p> <p>Slow Mo Joe will communicate with customers through an email newsletter, targeted Google, Facebook, Snapchat, and Instagram ads, social media platforms, and in person at specialty events and craft fairs. Slow Mo Joe will also partner with local headshops and marijuana dispensaries for resale, and advertising and marketing opportunities.</p>	<p>Expenses</p> <ul style="list-style-type: none"> Materials used to create hair mousse. Materials used to create packaging. Marketing and travel costs. Inventory space for product. Daily production costs for satellite store. 	****	<p>Cost Structure: Provide a brief list of all expenses related to your business ventures.</p>
<p>Key Activities: List all current, and future plans for, employees, investors, partners, parent companies, etc.</p>	****	<p>Team and Key Roles</p> <p>Currently, the only team member is the Owner, Morris Joe Armstrong, with four partnered investors: Jo-Ann Stavens, Marcus Du-Broa, John Wills, and Prudence Clovers. As profits increase, Slow Mo Joe will look to add employees to assist with production duties- at which time, the partnered investors will assist with the final decision-making processes.</p>	<p>Milestones</p> <p>Within our first year of business, Slow Mo Joe has partnered with three different entities: Rocky Mtn Dispensary, the Buried Treasure Boutique, and Natural Foods. Slow Mo Joe is contracting with said companies to sell Hemp Head in each of their establishments. As business grows, Slow Mo Joe will continue to pursue partnerships with more companies.</p>	****	<p>Key Partnerships: Describe how your business has used key partnerships and relationships to build revenue streams. Detail the financial milestones your business has achieved.</p>