

Direct Selling Canvas

Key Activities

- Develop presence of brand and network of Direct Sellers
- Establish presence in Category

Customer Relationships

- Family & Friends, where advice carries the most weight
- Reps. as face of the brand

Value Prop

- Expand on trust within networks, sell into close contacts directly
- Cutting out 'retail middleman' offers *potential to reduce cost structure

Customer Segments

- Consumer discretionary market segments
- Proximal to Reps. (family, friends, colleagues)

Cost Structure

- Product + Brand Development
- Direct Selling salesforce
- Advertising

Revenue Streams

- Brands make margin off goods sold
- Sales Reps. make a Commission
- Profits siphon to brand, growth multiplies as # of Categories expand

