

Business Model Canvas

Resurrect for a second life

Key Partners

Local Beekeepers
Parents
Merkine Regional Museum
Merkine Culture Centre
Dzūkija National Park

Key Activities

Cleaner environment
Attractive and original toys
Entrepreneurial experience for young people and the community of the town.
Closer community relations
School collaboration with business

Key Resources

Local beekeepers provide the materials for making candles, consultations, rooms for activities, parents provide materials and work tools.
Strings and threads, fabric, jars, glass bottles are from personal reserves and collected from secondary raw materials.

Value Propositions

Each household has resources to share with the project team. There is an opportunity to exchange materials and products.
The environment is cleaned, sustainability is observed - things are given a second life.
Longevity

Sociality and relations between representatives of different generations.
This product will decorate and add warmth to the homes of our product buyers.

Customer Relationships

Easy to make.
Conservation of nature.
Customers are satisfied with original gifts.
We turn clients' ideas into reality

Channels

Varena district press, Social networks, Facebook pages, “Merkine Vincas Kreve Gymnasium“, “Kreve Student Council“, “Young Entrepreneurs of Merkinė“, “Merkine Community”, Instagram; Leaflets in public places (Merkine Region Museum, Dzūkija National Park, Varena Education Center, Merkinė Culture Center).

Customer Segments

Children
Youth
Families
Tourists
The elderly
Town community

Cost Structure

Paint: 10 Eu,
Decorations: 20 Eu.
Glue: 10 Eu.
First cost of one product: 2 Eu.
The planned price is 5 Eu.
Half-year expenses 300 Eu.
Unforeseen expenditure, decoration elements: 50 Eu. (OUTSIDE budget)

Revenue Streams

It is planned to produce 150 articles in half a year.
(If necessary, the volume of production can be expanded)
Profit from the sale of 1 item is about 3 euros.
Half-year -450Eu.
Half-yearly planned income - 750 Eu.