

# Business Model Canvas

Designed for:

OUTSIDE

Designed by:

ChikArt - Croatia

Date:

Version:

## Key Partners

Our customers would be all the people we manage to reach with our messages and products.

Many people like to use artistically designed utility items like cell phone holders or vases.

People who want to buy an improved product or help nature would be especially interested.

## Internal Resources

Our team skills are creativity, good cooperation, innovation, ambition, persistence, adaptability, appreciation, sharing, responsibility, ability to solve problems and ability to listen actively, adaptability, quality communication, ability to cooperate, ability to convince. We need to improve our leadership, financial management skills.

## Key Activities

We would make and set up **collectors for cigarette butts**. With recycled parts of cigarette butts we would prepare clay with better properties, and make decorative and useful objects from it. In this way, we want to reduce environmental pollution by reducing litter in nature, especially on children's playgrounds, thus influencing a healthier life in our neighborhood. At the same time, we offer a higher quality product, lighter and more resistant to breakage

## External Resources

- Local committee of Bruno Bušić gives us permits and support.
- OAZA Association enables us presentation of our project and products at Garden Festivals.
- We hope to involve local companies where our students' parents work

## Value Propositions

People would buy our products because they are made of much better quality clay (lighter clay pot and more resistant to impacts) and because by buying the product they encourage the recycling of cigarette butts, the pollution of nature with cigarettes is reduced.



## Customer Relationships

Links that can be used:  
School Youtube channel: <https://www.youtube.com/channel/UCCTMmhT5RNOpl85hOVahb-g>  
School library Facebook page: <https://www.facebook.com/knjiznica.osdobrisecesarica>  
School library Twitter: <https://twitter.com/CesaricSchool>  
School library Tik Tok: [https://www.tiktok.com/@osdc\\_library?lang=en](https://www.tiktok.com/@osdc_library?lang=en)

## When and where?

Where the business will be located?

We would have a space for production in the school, in the art classroom and in the ceramic workshop.

We hope to be able to make the first products within a year, preferably to install the tanks in the fall of 2022, and to produce the first items at the end of the year. At the beginning, we would set up containers for collection and present the products in our neighborhood, and later in Zagreb and beyond.

In the area of our local community, we would promote it by installing cigarette containers and accompanying information boards. We would also come up with digital promo materials: a video and a description of the project on the school's website, Instagram, perhaps by launching the ChikArt website.



## Cost Structure

COSTS		
Expenses type	Expense description	Cost estimation
<i>Identify your expense type: material, equipment, travel, accommodation, food &amp; beverage, services, other</i>	<i>List all the foreseen expenses</i>	<i>Estimate a cost for each expense item</i>
Pottery kiln - energy	monthly electricity consumption	20€ per Month
Consumables for making containers	hot glue gun	5€
	paper	5€
	plasticizing film	5€
Clay	30 kg	80 €
Consumable material for recycling	glows	50€
Pots	5 pieces	100€
<b>TOTAL:</b>		<b>275 €</b>

INCOME		
Income type	Income description	Income estimation
<i>Identify your income type: sponsors, participants contribution, investors, own funding, public funding, other</i>	<i>List all the foreseen expenses</i>	<i>Estimate the income value</i>
own (school) funding	povećani redovni troškovi za struju	20€ per Month
own funding	Theaters' contribution	15€
sponsors	Parent firm	80€
sponsors	Parent firm	50€
sponsors	Parent firm	100€
sale	customers	5€ per piece
<b>TOTAL:</b>		<b>&gt;275€</b>