

Business Model Canvas

Designed For:
journal of possibilities

Designed by:
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Date:
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Version:

Key Partners



- family, parents and friends
- villages around
- local community: schools, youth centre, cultural centre...
- alternative schools from Belgium and around the world

Key Activities



- articles about environment
- drawings
- photos/videos
- share and sell the journal

Key Resources



- youth
- photo/material
- video material
- flip snack program

Value Propositions



- connexion to the "climate youth"
- learning about environment
- enter in the network of alternatives and other possibles

Learnings

- french writing or interviews
- sciences (environment)
- art: photography, drawings, videos
- numeric and computer learnings

Customer Relationship



- door to door
- edito
- e-mail/ newsletter

Channel



- youtube
- facebook: (2) Ecole l'arbre des possibles | Beauraing | Facebook

Customer Segments



- children of the school
- family
- locals
- other schools
- numeric journal : french speaking people around the world

Cost Structure

- edition: 3.60€ each

Revenue Stream

selling of the journal paper 5€

Votre texte de paragraphe



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