

Business Model Canvas

Designed For:
Les Papatissiers

Designed by:
STUDENTS AND JULIE

Date:
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Version:

Key Partners



- family and friends
- local producers:
le comptoir paysan
ferme Ma Campagne
ferme de champignol
les jardins d'Amehour

Key Activities



- healthy pastries
- healthy sweets recipes
- sell in the school, paries,
local market
- -events, birthday parties

Key Resources



- students
- parents
- caravane
- kitchen of the school
and the shop le Comptoir
paysan

Value Propositions



- eating healthy
- circular economy
- short circuit
- respect the planet (no
plastic, no toxic products,
few water use)
- local solidarity

Learnings

- renovating caravan (maths,
construction skills)
- cooking skills
- selling (claculation and
communication)
- organisation, autonomy,
consciousness of what we
eat

Customer Relationship



- selling
- promotion
- fidelity card

Channel



- announce in the
journal of
possibilities and
on facebook:(2)
Ecole l'arbre des
possibles |
Beauraing |
Facebook

Customer Segments



- children of
the school
- family
- locals
- other
schools
- festivals (Crescendo,
l'Arbre qui
pousse,
Made in
chenou...°

Cost Structure

- basic products for the pastries and sweets: 50-100€ for each event
- setting up the caravan : 1000€ for the caravan, 500€ for the setting up
kitchen material: 150€
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Revenue Stream



each event around 200€-300€. So we can pay slowly the caravan
and the kitchen material

Votre texte de paragraphe



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