The Business Model Canvas

Designed for:

Designed by:

On:

Iteration:

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

We would like to collaborate with PLASTI-LAB, which will supply us with plastic and PLASTIC FREE.

The partners will help us get more visibility and help us with the real product.

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

CATEGORIES
Production
Problem Solving
Platform/Network

our keyword is cultivation, our products will arrive to companies and customers by courier and will be perfectly packaged in recycled bubble wrap or newspapers and magazines so as not to pollute.

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand patents, copyrights, data)
Human
Financial

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

We want to make the customer realise how important it can be for the world to buy these products because, recycling has to come first these days.

We want to involve the customer in the new world of recycling and green, providing him with a product that does not pollute and can help him cultivate a new hobby

We offer a gardening set for our customers, consisting of different-sized pots, a rake and trowel for tilling the soil, and a small watering can. For larger companies, we offer genuine recycled greenhouses.
We are fulfilling our customers' desire to revolutionise the world of recycling and consumption.

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

A relationship of respect for each other both because of the trust the customer gives us by buying our material, and because of the trust we give to his willingness to change

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES:
1. Awareness
   How do we raise awareness about our company's products and services?
2. Evaluation
   How do we help customers evaluate our organization's Value Proposition?
3. Purchase
   How do we allow customers to purchase specific products and services?
4. Delivery
   How do we deliver a Value Proposition to customers?
5. After sales
   How do we provide post-purchase customer support?

We reach our customers through social sponsorships, trade fairs, stands in their countries and the creation of flyers.

Instagram is the most efficient way to convey our voice to young people, but for those who do not have social media, flyers work very well

Customer Segments

For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

We are creating this greenhouse for those who would like to grow something for themselves as a hobby or even professionally, starting from simple tomatoes to a daisy, all in a green way.

We are targeting companies that use pots and pollutants for their crops.

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE:
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

The most important costs included in the project are those for the construction of the finished product and the payment to the association we work with. On the other hand, the most expensive activity is the construction of the greenhouse.

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES:
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING
List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING
Negotiation(bargaining)
Yield Management
Real-time-Market

We offer a product that is economical and beneficial to the customer, the environment and us as a company.

Large companies, after delivery of the goods, pay a bank transfer or pay cash on delivery

smaller customers, on the other hand, have the option of paying in 5 ways: credit card, prepaid card, paypal, bank transfer or cash on delivery.

The partners will help us get more visibility and help us with the real product.