Key Partners:	Key Activities:	Value Proposition:	Customer Relationship:	Customer Segment:
- Supermarkets and their online platforms - Distributors - Producers - Consumer-Users	Our main activity is the creation and implementation of a plugin **suggesting** and rating items based on their environmental cost (sustainability), on online supermarket platforms.	Our activity is aimed at making incentives for consumers to choose their products according to environmental costs and for producers to reduce their environmental impact, while making sustainable food more affordable, accessible.	User-customer orientation + Partnerships (supermarkets (how to offer better products) and customers (what matters more to them)) by learning their habits and how to help them best.	In a first place, supermarkets wanting to improve their customer's experience online and online shoppers interested in their carbon footprint. Then can expand to other segments.

Key Resources:
- The plugin
- Algorithm created to rank items based on their eco footprint (Sustainable Vs. not sustainable)
- The team in charge of plugin development

Cost Structure: (*cf Cost simulation, next slide*)
- The creation, development, constant monitoring and updating of the plugin
- Marketing and communication of the plugin
- HR, the development team and the data team in charge of the installation and personification. Eventually a commercial team in charge of developing our customer base.

Revenue Streams:
Firstly, it would mostly come from shareholders and fundraisers, then partnerships, advertising and our clients.

Channels:
Supermarkets online shopping websites, ad campaigns on social media.

Social and Environmental Cost: E-pollution linked to the development and running of our plugin. Delivery footprint & privacy.

Social and Environmental Benefits:
Incentives to consume and produce better, reduce environmental and social impact of supermarkets and food shopping. Reduce costs of ethical food sourcing, reduce packaging, chemical farming, distance travelled by food. **Make sustainable shopping EASY.**