

Key partners

Les Joyeux
Recycleurs
&
Sciences Po
Environnement

Potential sponsors
include BNP
Paribas WAI &
CSR Société
Générale

Key activities

Collect plastic bottles
Distribute sustainable
flasks based on reward
system

Key resources

Partners
Flasks & Supplier
QR code system & App

Value propositions

Offer a fun way to
become more
environmentally friendly

Reducing single use
plastic bottles

Providing customizable
flasks

Help people track their
improvement with app

Customer Relationships

Use social media
campaign to reach wide
student body

Channels

Direct channel: product
available in Sciences Po

Indirect channel: flask
supplier Gobi

Customer Segments

Start with
Sciences Po
students

From our survey
we estimate our
target to be 25%
of student body

Cost structure

Year 1 costs = app creation (4100) + flasks (2805) +
advertisement (200) + bottle collection (360) = 7,465€
Year 2 costs = flasks (5610) + collection (360) + maintenance
(100) + advertisement (200) = 6,270€

Revenue Streams

This is a non-profit seeking project.
All costs are covered by sponsors.
Year 1 revenue = 7,500€
Year 2 revenue = 10,000€ advertisement

Social and environmental costs

Low social and environmental costs
Includes increase in server capacity with app and costs of
providing eco-friendly flasks

Social and environmental benefits

Reduction of single use plastic bottles
Raising awareness about the issue
Helping to create a community that is more eco-friendly