










# Final deliverables: Business Model Canvas

 <p><b>Key Partners</b></p> <p><u>Commercial partners:</u></p> <ul style="list-style-type: none"> <li>Blue economy associations help us promoting our project and also benefit from it. Their objective is based on three pillars:             <ul style="list-style-type: none"> <li>- we use what we have available locally</li> <li>- we only generate capital gains</li> <li>- we meet the needs of society including resilience, happiness and health.</li> </ul> </li> <li>Farmers and producers: they buy and help us improve our compost</li> <li>Large retailers: benefit from an improvement in their CSR objectives and help us improve/promote/develop our company</li> </ul> <p><u>Financial partners:</u></p> <ul style="list-style-type: none"> <li>Government</li> <li>Venture Capital</li> <li>Large retailers...</li> </ul>	 <p><b>Key Activities</b></p> <ol style="list-style-type: none"> <li>Collect organic waste from user's home and local collect points</li> <li>Treatment of the organic waste to become our compost</li> <li>Sale of our compost to producers</li> <li>Manage our network of partnership and sponsorship</li> </ol>	 <p><b>Value Propositions</b></p> <p>By collecting, treating and reusing people's organic waste, our initiative will allow in the short run to reduce non-recycled organic wastes and to replace partially chemical fertilizers. Our app will also gather people sharing the same values and will make them become a community. During events such as the Agriculture fair they will be able to share tips and other habits. All together they will move toward a more locally and organically production.</p> <p>In the long run , the initiative will help decrease greenhouse gas emissions, will enable large retailers and producers to improve their brand image, and will help individuals to improve the management of their wastes. Their awareness of their consumption's impact will increase and they will engage in other social and environmental initiatives.</p>	 <p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>disrupting the typical upstream/downstream relationship: suppliers and customers are part of a circular economy with Volon'Terre at the heart of it</li> <li>partners: aim of becoming an essential element of their marketing strategy</li> <li>high-end customer: product excellence and smart delivery</li> </ul>	 <p><b>Customer Segments and elements of marketing strategy</b></p> <p><u>For the app:</u></p> <ul style="list-style-type: none"> <li>characteristics: living in the Parisian area + large families with lots of waste</li> <li>behavioral segmentation: sensitive to environmental issues (core cultural value) + tech enthusiasts</li> </ul> <p><u>For the product:</u></p> <ul style="list-style-type: none"> <li>organic farmers located near Paris + eager to replace chemicals with compost</li> </ul> <p><u>For both:</u></p> <ul style="list-style-type: none"> <li>brand personality: competence (reliable, trustworthy) + sincerity (acting for the greater good)</li> </ul>
 <p><b>Cost Structure</b></p> <p><u>Launching costs:</u> collect vehicles fleet, app and website development, computers and softwares</p> <p><u>Regular costs:</u> Building renting, transport costs, market campaigns, accounting and regulatory services, workforce</p>		 <p><b>Revenue Streams</b></p> <p><u>First investments:</u> stockholders' equity, bank loans, start-up incubator</p> <p><u>Regular incomes:</u> compost sales, partnerships, public subventions</p>		
 <p><b>Social and environmental costs</b></p> <ul style="list-style-type: none"> <li>Commuting between customers, our premises and producers when we can't use bikes</li> </ul>		 <p><b>Social and environmental benefits</b></p> <p>Less wasted food involves releasing less methane gas and using less oil and fuel in classical waste treatment.</p> <p>Composting improves soil quality and reduces dependency on fertilizers. We also want to improve the environmental retailers reputation and make social link with our consumers and sensibilise them with environmental issues</p>		