Final deliverables: Business Model Canvas
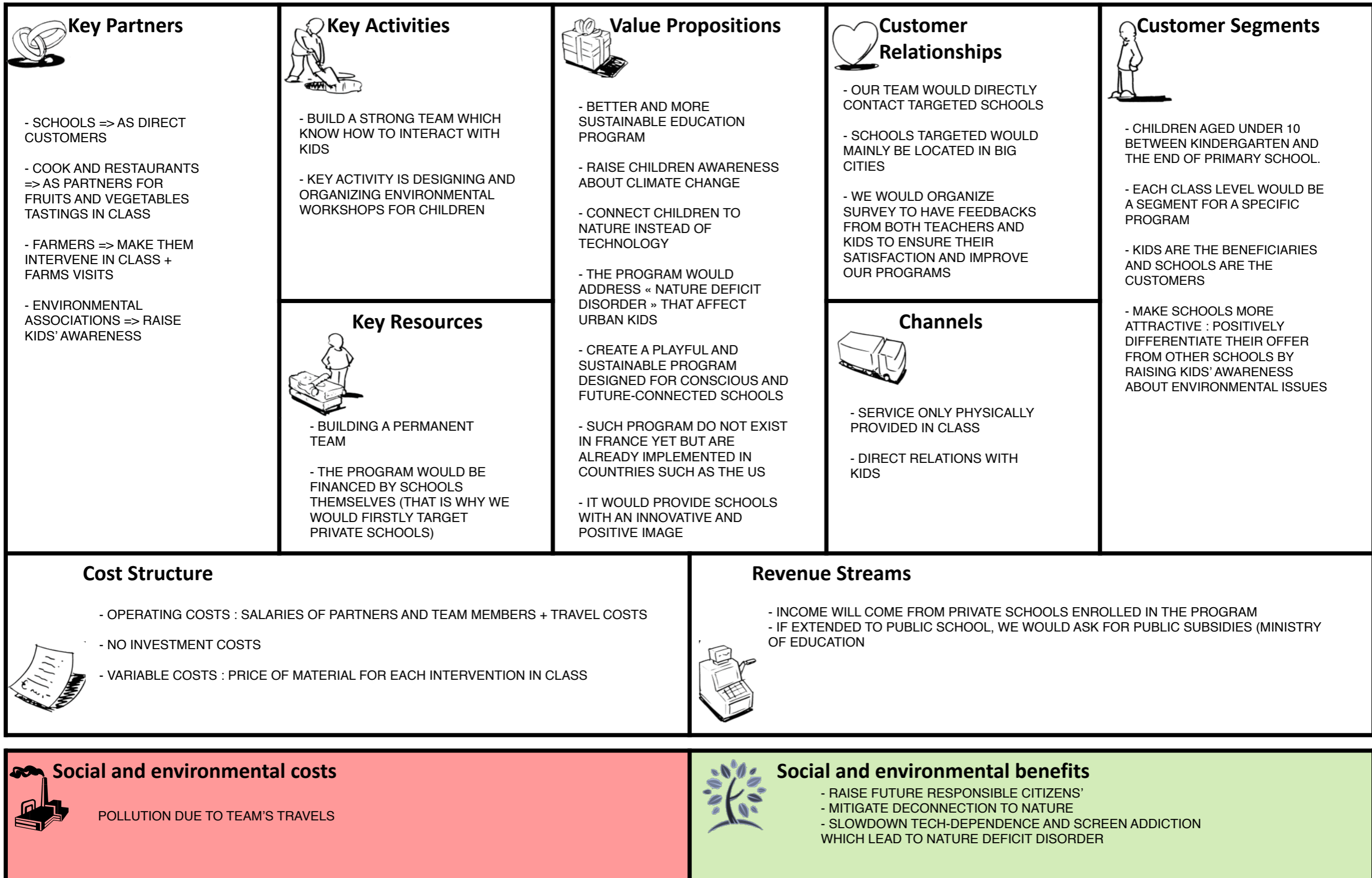
Key Partners

- SCHOOLS => AS DIRECT CUSTOMERS

- COOK AND RESTAURANTS => AS PARTNERS FOR FRUITS AND VEGETABLES TASTINGS IN CLASS

- FARMERS => MAKE THEM INTERVENE IN CLASS + FARMS VISITS

- ENVIRONMENTAL ASSOCIATIONS => RAISE KIDS' AWARENESS

Key Activities

- BUILD A STRONG TEAM WHICH KNOW HOW TO INTERACT WITH KIDS

- KEY ACTIVITY IS DESIGNING AND ORGANIZING ENVIRONMENTAL WORKSHOPS FOR CHILDREN

Key Resources

- BUILDING A PERMANENT TEAM

- THE PROGRAM WOULD BE FINANCED BY SCHOOLS THEMSELVES (THAT IS WHY WE WOULD FIRSTLY TARGET PRIVATE SCHOOLS)

Value Propositions

- BETTER AND MORE SUSTAINABLE EDUCATION PROGRAM

- RAISE CHILDREN AWARENESS ABOUT CLIMATE CHANGE

- CONNECT CHILDREN TO NATURE INSTEAD OF TECHNOLOGY

- THE PROGRAM WOULD ADDRESS « NATURE DEFICIT DISORDER » THAT AFFECT URBAN KIDS

- CREATE A PLAYFUL AND SUSTAINABLE PROGRAM DESIGNED FOR CONSCIOUS AND FUTURE-CONNECTED SCHOOLS

- SUCH PROGRAM DO NOT EXIST IN FRANCE YET BUT ARE ALREADY IMPLEMENTED IN COUNTRIES SUCH AS THE US

- IT WOULD PROVIDE SCHOOLS WITH AN INNOVATIVE AND POSITIVE IMAGE

Customer Relationships

- OUR TEAM WOULD DIRECTLY CONTACT TARGETED SCHOOLS

- SCHOOLS TARGETED WOULD MAINLY BE LOCATED IN BIG CITIES

- WE WOULD ORGANIZE SURVEY TO HAVE FEEDBACKS FROM BOTH TEACHERS AND KIDS TO ENSURE THEIR SATISFACTION AND IMPROVE OUR PROGRAMS

Channels

- SERVICE ONLY PHYSICALLY PROVIDED IN CLASS

- DIRECT RELATIONS WITH KIDS

Customer Segments

- CHILDREN AGED UNDER 10 BETWEEN KINDERGARTEN AND THE END OF PRIMARY SCHOOL.

- EACH CLASS LEVEL WOULD BE A SEGMENT FOR A SPECIFIC PROGRAM

- KIDS ARE THE BENEFICIARIES AND SCHOOLS ARE THE CUSTOMERS

- MAKE SCHOOLS MORE ATTRACTIVE : POSITIVELY DIFFERENTIATE THEIR OFFER FROM OTHER SCHOOLS BY RAISING KIDS' AWARENESS ABOUT ENVIRONMENTAL ISSUES

Cost Structure

- OPERATING COSTS : SALARIES OF PARTNERS AND TEAM MEMBERS + TRAVEL COSTS

- NO INVESTMENT COSTS

- VARIABLE COSTS : PRICE OF MATERIAL FOR EACH INTERVENTION IN CLASS

Revenue Streams

- INCOME WILL COME FROM PRIVATE SCHOOLS ENROLLED IN THE PROGRAM
- IF EXTENDED TO PUBLIC SCHOOL, WE WOULD ASK FOR PUBLIC SUBSIDIES (MINISTRY OF EDUCATION

Social and environmental costs

POLLUTION DUE TO TEAM'S TRAVELS

Social and environmental benefits

- RAISE FUTURE RESPONSIBLE CITIZENS'
- MITIGATE DECONNECTION TO NATURE
- SLOWDOWN TECH-DEPENDENCE AND SCREEN ADDICTION WHICH LEAD TO NATURE DEFICIT DISORDER

Source :   http://www.businessmodelgeneration.com