

Here 4 You

Business Canvas

MORPH



<p>Key Partners</p> <p>Local governments :</p> <ul style="list-style-type: none"> ❖ <i>State or city level initiative :</i> The project should be built in partnership with town-halls of touristic cities, starting with the south of France in beach areas, and Paris. ❖ <i>Local SMEs :</i> Partners to help the town-hall raise the necessary capital for getting the machinery and their maintenance. ❖ <i>If possible other local/regional SMEs :</i> Towards which we could sell recycled plastic gathered from the project (in case of surplus of material collected) for them to turn it into raw materials. 	<p>Key Activities</p> <p>Placing the designed machines in areas, primarily in beach areas and then in cities, that will transform plastic bottles that are inserted into the machine into new objects (flip flops for the beach areas, and potentially ponchos in cities).</p>	<p>Value Propositions</p> <p>High quality, desirable, and durable products (in this case raincoat and flip flops) from plastics</p> <p>Produce artistic/aesthetic product faster and on-site as a movement to reduce plastic pollution</p>	<p>Customer Relationships</p> <p>Self-operated/automatic machine to produce the product</p>	<p>Customer Segments</p> <p>Tourists Urban population Local government projects Local business/SMEs project - CSR</p>
	<p>Key Resources</p> <p>Machine construction (<u>quite simple machines</u>). Space accorded by local government to place the machines.</p>		<p>Channels</p> <p>Beaches Tourist centers Social media (for campaign ad advertising) Local newspaper</p>	
<p>Cost Structure</p> <p>The investment costs will be determined by the number and price of the acquired machines, maintenance costs, the costs associated with renting public space to place those machines and advertisement costs. Additional potential gains could be made through partnerships or sponsorships with local businesses and retail stores.</p>		<p>Revenue Streams</p> <p>A significant portion (around 1/3) of the plastic waste put into the machines will not be transformed into flip-flops or raincoats, but will be sold to plastic recycling companies in order to sustain our company.</p>		
<p>Social and environmental costs</p> <p>The project does not eliminate the plastic fully from the environment, yet it transforms the plastic waste into higher-added value (flip-flops and raincoat). The products could be ended somewhere else as a waste if the mission is not campaigned properly and the machines are not sufficient enough in quantity to be located.</p>		<p>Social and environmental benefits</p> <p>The project aims to reduce plastic waste through the transformation of plastic waste into new useful objects, such as flip-flops in the first place, and potentially rain ponchos. This is a local solution to fight the plastic waste problem.</p>		