

<p><b>KEY PARTNERS</b></p> <ul style="list-style-type: none"> <li><b>Visionaries</b></li> <li><b>Supply chain partners</b> (insects and vegetables)</li> <li><b>Healthy food delivery apps</b> (like Deliveroo)</li> <li>Suppliers of eco-friendly <b>containers</b></li> </ul>	<p><b>KEY ACTIVITIES</b></p> <ul style="list-style-type: none"> <li><b>Preparing meals</b></li> <li><b>Serving meals</b></li> </ul> <p><b>KEY RESOURCES</b></p> <ul style="list-style-type: none"> <li>a great <b>business spot</b> in <b>Paris</b></li> <li>a <b>healthy &amp; tasty</b> recipe</li> <li>great <b>working conditions</b> &amp; great <b>customer service</b></li> </ul>	<p><b>VALUE PROPOSITION</b></p> <p><b>An alternative to meat consumption:</b></p> <ul style="list-style-type: none"> <li>* less harm done to animals</li> <li>* less water consumed</li> <li>* less edible food dedicated to catering</li> </ul> <p><b>= an eco-friendly and healthy food option</b></p> <p><b>Fast way to get food</b></p>	<p><b>CUSTOMER RELATIONSHIPS</b></p> <ul style="list-style-type: none"> <li><b>no</b> automatic pay station</li> <li>System of <b>loyalty</b> (loyalty card)</li> <li>Through the <b>containers</b> bought</li> </ul> <p><b>CHANNELS</b></p> <p>sales: <b>Restaurant</b> + <b>Take-away</b> sales + <b>Food delivery</b> apps</p> <p>advertising: <b>website</b> + <b>billboards</b> + <b>e-commercials</b></p>	<p><b>CUSTOMER SEGMENTS</b></p> <p><b>Intrepid Millennials</b> (21-34 years old) = employed Millennials with income 1,000-4,000 €/month, open-minded and intrepid, eat out at least twice a week, environmentally-conscious.</p> <p><b>Money and time savers</b> (16-21 years old) = students with no more than 1,000 €/month, go to fast-foods for lack of time and/or money with their friends (social need), bold and daring</p>
<p><b>COST OF STRUCTURE</b></p>	<p><b>Marketing &amp; communication</b></p> <p><b>Fixed costs</b> : Rental of the restaurant, salaries, furnitures (kitchen appliances, tables, chairs)</p>	<p><b>Variable costs</b> raw materials (buns, vegetables, and insects)</p> <p><b>Product development</b> finding the right recipe for the insect patties</p>	<p><b>REVENUE STREAMS</b></p> <p><b>sale of eco-friendly containers</b> (water bottles, cups and tupperwares)</p>	<p><b>Sale of meals</b></p>
<p><b>SOCIAL AND ENVIRONMENTAL COST</b></p>	<p>carbon footprint of the <b>electricity and water consumption</b> (machines, general needs of a business)</p> <p><b>food transport</b> : food-delivery apps, bringing the vegetables from Rungis, bringing the insect flour from the farm</p>	<p><b>SOCIAL AND ENVIRONMENTAL BENEFIT</b></p> <p><b>french products</b></p> <p><b>insect consumption</b>: more eco-friendly than meat</p> <p><b>creating a safe-space</b> restaurant</p>		