The Business Model Canvas

Designed for: **Green Challenge**	Designed by: Green Challenge's development team	Date: 10/12/2018	Version: 2

Key Partners

- Alumni from Sciences Po (ex: the *Emile* magazine) for communication
- Sciences Po teachers for advice on strategy and marketing
- Local stores, producers and brands
- Other apps aiming at protecting the environment
- Public institutions (city councils)
- Environmental NGOs (WWF, Greenpeace)
- Socially responsible investment funds (Sycomore, Robeco)

Key Activities

- Ease of use
- Development
- Marketing
- Fundraising
- Optimize revenue
- Find new partners
- Social media campaign: inform, prevent misconceptions and deliver a clear message
- Analyse data and metrics from the use of the application as well as feedback from users to improve it.

Key Resources

- Green Challenge's web platform
- Green challenge application
- Captured data
- The algorithms
- Webpages dedicated to ecological issues
- Young people from urban cities using our application.

Value Propositions

Problems

- lack of motivation of people to change their habits

Value for users

- Playful challenges linked to environmental protection
- Connect with your friends and family on a crucial topic: social interactions
- Promotional prices on eco-responsible products
- Discover new products and services
- Learn about the planet

Value for partners

- Visibility and advertisement, new clients
- Emphasis on their eco-responsible and trendy aspects

Customer Relationships

Get

- Social media (ambassadors with a diversified profile: influencers as Youtubers but also scientists and politicians), word of mouth

Keep

- User customization through use
- Rewards and points

Grow

- High social media involvement
- Still having "ambassadors" that promote the application on social media
- using feedback to improve the app: users see their influence

Channels

- mobile app for Android
- mobile app for iOS

Customer Segments

Who wants a sustainable way of life ?

Students and young graduates : men/women, 18/25 y.o, urbans. early period of independence,do not want any complications, low budget.

City-dwellers 25/35 y.o M/W: living alone or in couples, more money but limited amount of time

City-dwellers 35/45 y.o M/W : have children, health dimension is becoming more important

Rural People 25/45 y.o M/W: families, own an house and use their car. Economic aspect and want to explore new possibilities in their living environment.

Cost Structure

- Development: if no partnership with IT students: 2 developers (back-end + front-end + iOS + Android)*28€/h = 7840€/month (3 months)
- Development support: 1 developer full time = 3920€/month
- Marketing = 4000€/month after launch

Revenue Streams

- The application will be available for free download to the users.
- Paid ads (partnership with eco-responsible stores)
- Subventions (from a startup incubator, the BPI, territorial collectivities, Paris City Council…)

Social and environmental costs

- use of smartphones: negative impact on the environment - their production has an important carbon print: they require the use of rare metals as aluminium and cobalt, for which the mining requires much energy and leads to many violent conflicts and hard working conditions. Assemblage is made in several countries, which requires a lot of transportation.
- potential social conflicts with rivals as climate skeptics

Social and environmental benefits

- environmental benefits: people get used to more sustainable habits; ecologically responsible stores, brands, producers and websites develop; traditional brands and shops change their conception of production.
- social: jobs creation through the development of new stores and brands

Strategyzer

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