

## The Business Model Canva

## Wastepect

by the Global Chocolate Siblings

<p><b>Key Partners</b></p> <p><i>Local authorities</i> - municipalities - departemental and regional organizations</p> <p><i>State organizations</i> - Programs specialized in food waste : Ademe</p> <p><i>Associations</i> - for the quantifying and/or teaching part - to reach more clients : Vendredi, ...</p> <p><i>Startups/ firms</i> - to provide concrete waste reduction solutions : Le Chaînon Manquant - fundraising platforms such as LITA.co</p>	<p><b>Key resources</b></p> <p><b>Physical</b> - Quantitative tools to measure the mass of waste: weighing machine</p> <p><b>Intellectual</b> - Institutional and non-institutional partners - Extensive database on foodwaste (benchmarks, studies) that will help to provide the best answers and solutions - Explicative website</p> <p><b>Human</b> - External specialized speakers and advisers</p> <p><b>Financial</b> - Local subsidies, - Fundraising from non-institutional private, private investors</p>	<p><b>Value Proposition</b></p> <p>- Quantify food waste in an organisation and find solution to lower this quantity thrown</p> <p>- A specific and personalized advisory and follow up for each client answering their particular issues towards the problem</p> <p>- Raise awareness among the population through public interventions in schools, associations and companies and propose easy and concrete tips and behaviours to adopt in everyday life</p>	<p><b>Customer Relationship.</b> - Strong relationship with customers - projects developed alongside with them</p> <p>1) Customer acquisition - content marketing. Eg: blog with articles, tips etc + newsletters. of SEO (Search engine optimization) + analytics - Social media marketing - Direct contact with school and universities - Direct contact with townhalls that could support the project (Partnerships?)</p> <p>2) Customer retention: - One to two persons will visit the institutions every week during the duration of the project. - Advertisement of the projects: visibility for institutions - Branding for institutions</p>	<p><b>Customer Segments</b></p> <p>Schools - Size - Age of the pupils - Relation with local authorities</p> <p>companies - Size - Importance of the "RSE" department</p>
<p><b>Cost structure</b></p> <p>- Customer Acquisition Cost - Seminar materials and weighing equipment - Payroll, contractors</p>	<p><b>Revenue streams</b></p> <p>- Public subsidies from municipalities or state organisations (Ademe). - Charging fees based on savings on lower catering budget after our intervention</p>			
<p><b>Social and environmental costs</b></p> <p>Environmental costs : non-reusable weighing equipments, use of car to go from one place to another. Social costs : Tensions between managers and caterers that might not want to change their</p>	<p><b>Social and environmental benefits</b></p> <p>- social benefits: social interaction and commitment toward one common goal - environmental benefits: less waste, more environmental-friendly acts done by citizens</p>			