

# The Business Model Canvas

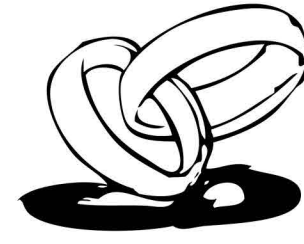
Designed for:

Designed by:

On: Day Month Year

Iteration: No.

## Key Partners



Who are our Key Partners?  
Who are our key suppliers?  
Which Key Resources are we acquiring from partners?  
Which Key Activities do partners perform?

**MOTIVATIONS FOR PARTNERSHIPS:**  
Optimization and economy  
Reduction of risk and uncertainty  
Acquisition of particular resources and activities

### PRODUCT

Nurseries  
Farm Supply  
Greenhouses

### SERVICE

Daries  
Stables

## Key Activities



What Key Activities do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue streams?

**CATEGORIES**  
Production  
Problem Solving  
Platform/Network

### PRODUCT

Education  
Demonstration

### SERVICE

Manure conversion  
Farmer outreach (connections)  
Farmer education (waste reporting)

## Value Propositions



What value do we deliver to the customer?  
Which one of our customer's problems are we helping to solve?  
What bundles of products and services are we offering to each Customer Segment?  
Which customer needs are we satisfying?

**CHARACTERISTICS**  
Newness  
Performance  
Customization  
"Getting the Job Done"  
Design  
Brand/Status  
Price  
Cost Reduction  
Risk Reduction  
Accessibility  
Convenience/Usability

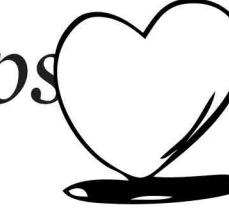
### PRODUCT

Reuse  
All natural/organic  
Waste elimination  
Saves time

### SERVICE

Waste removal/upcycling  
Liability reduction  
Water quality enhancement

## Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?  
Which ones have we established?  
How are they integrated with the rest of our business model?  
How costly are they?

**EXAMPLES**  
Personal assistance  
Dedicated Personal Assistance  
Self-service  
Automated Services  
Communities  
Co-creation

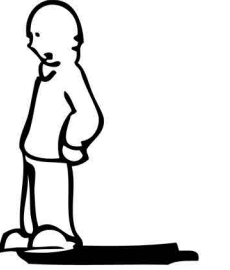
### PRODUCT

Business to business  
Partnerships

### SERVICE

Business to business  
Partnerships

## Customer Segments



For whom are we creating value?  
Who are our most important customers?

**Mass Market**  
**Niche Market**  
**Segmented**  
**Diversified**  
**Multi-sided Platform**

### PRODUCT

Organic/nature minded clients  
NEEDS WORK BASED ON CUSTOMER RESEARCH

### SERVICE

Conventional dairies  
Organic/all natural dairies

## Key Resources



What Key Resources do our Value Propositions require?  
Our Distribution Channels?  
Customer Relationships?  
Revenue Streams?

**TYPES OF RESOURCES**  
Physical  
Intellectual (brand patents, copyrights, data)  
Human  
Financial

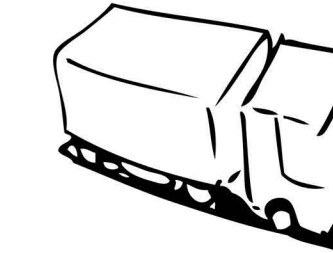
### PRODUCT

Enzymes  
Molds/machinery  
Spanish speaking  
Raw materials (raw manure)  
Intellectual property (recipe)

### SERVICE

Spanish speaking  
Raw materials (raw manure)  
Facilities (storage, production)  
Heavy Equipment

## Channels



Through which Channels do our Customer Segments want to be reached?  
How are we reaching them now?  
How are our Channels integrated?  
Which ones work best?  
Which ones are most cost-efficient?  
How are we integrating them with customer routines?

**CHANNEL PHASES**  
1. Awareness  
*How do we raise awareness about our company's products and services?*  
2. Evaluation  
*How do we help customers evaluate our organization's Value Proposition?*  
3. Purchase  
*How do we allow customers to purchase specific products and services?*  
4. Delivery  
*How do we deliver a Value Proposition to customer?*  
5. After sales  
*How do we provide post-purchase customer support?*

### PRODUCT

Social Media  
Website  
Customer Care Card  
Partner stores  
Wholesalers  
Sales force  
Web sales

### SERVICE

Strategic Partnership(s)

## Cost Structure

What are the most important costs inherent in our business model?  
Which Key Resources are most expensive?  
Which Key Activities are most expensive?

**IS YOUR BUSINESS MORE:**  
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)  
Value Driven (focused on value creation, premium value proposition)

**SAMPLE CHARACTERISTICS:**  
Fixed Costs (salaries, rents, utilities)  
Variable costs  
Economies of scale  
Economies of scope

### PRODUCT

Nurseries/POS  
Value driven  
Farmers  
Advertising  
Location  
Distribution  
Molds/Machinery

### SERVICE

Dairy (location, quality, consistency)  
Storage  
Employees

## Revenue Streams

For what value are our customers really willing to pay?  
For what do they currently pay?  
How are they currently paying?  
How would they prefer to pay?  
How much does each Revenue Stream contribute to overall revenues?

**TYPES**  
Asset sale  
Usage fee  
Subscription Fees  
Lending/Renting/Leasing  
Licensing  
Brokerage fees  
Advertising

**FIXED PRICING**  
List Price  
Product feature dependent  
Customer segment dependent  
Volume dependent

**DYNAMIC PRICING**  
Negotiation (bargaining)  
Yield Management  
Real-time-Market

### PRODUCT

Wholesale pot sales  
Retail pot sales  
Compost  
Compost Tea

### SERVICE

Waste removal