

BIOQUEST

Anthony Luna
Allison Bailey
Kazia Mermel

THE TEAM



Kazia Mermel



Anthony Luna



Allison Bailey

WHERE WE LEFT OFF . . .

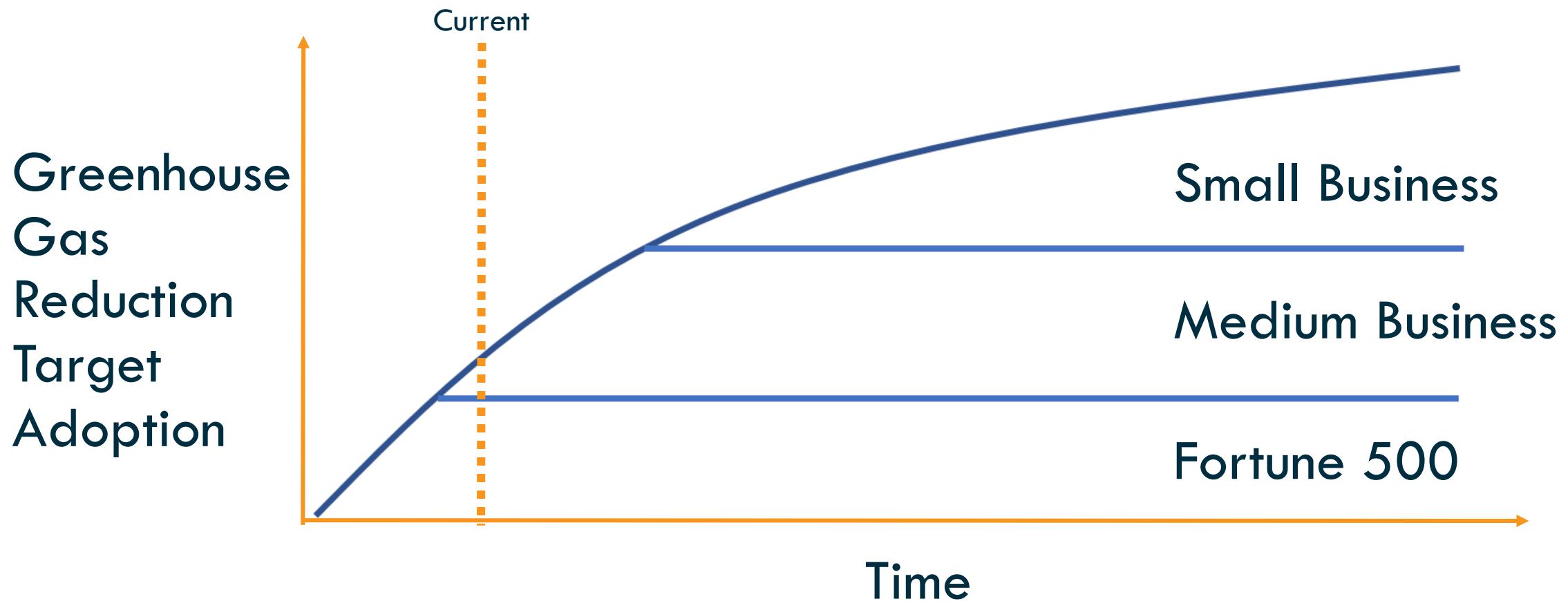
NARROWING THE SCOPE

FOCUSING THE ENVIRONMENTAL PROBLEM



MARKET RESEARCH

TRENDS IN GREENHOUSE GAS REDUCTION TARGETS



NARROWING THE SCOPE

FOCUSING THE TARGET SEGMENT



INTERVIEWS

CHECKS AND BALANCES



12

End Consumers



6

Retailers



2

Distributors



3

Subject Mater
Experts

BUSINESS MODEL DEVELOPMENT

WHERE DID WE START?



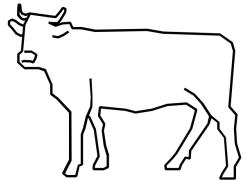
RESOURCE DRIVEN

“We need to shift the focus away from production and back to process.”
~ Jamie Whiteford, District Scientist, RCD Ventura County

“Prices of conventional agriculture don’t reflect destructive outcomes of the practices.”
~ Steve Finkle, President, White Buffalo Land Trust

“If everyone puts their money where their mouth is, we can save the environment.”
~ Gary Bailey, President, Columbia River Ranch

PROBLEM SPACE



METHANE
EMISSIONS



GREENHOUSE GAS
EMISSIONS

ENVIRONMENTAL



'GOING GREEN'
FINANCIAL
BURDEN

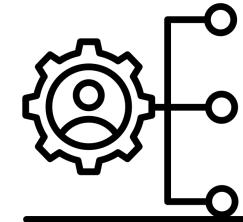


TRANSLATING
ENVIRONMENTAL
ACTION

CUSTOMER



INITIAL CAPITAL



RESOURCES

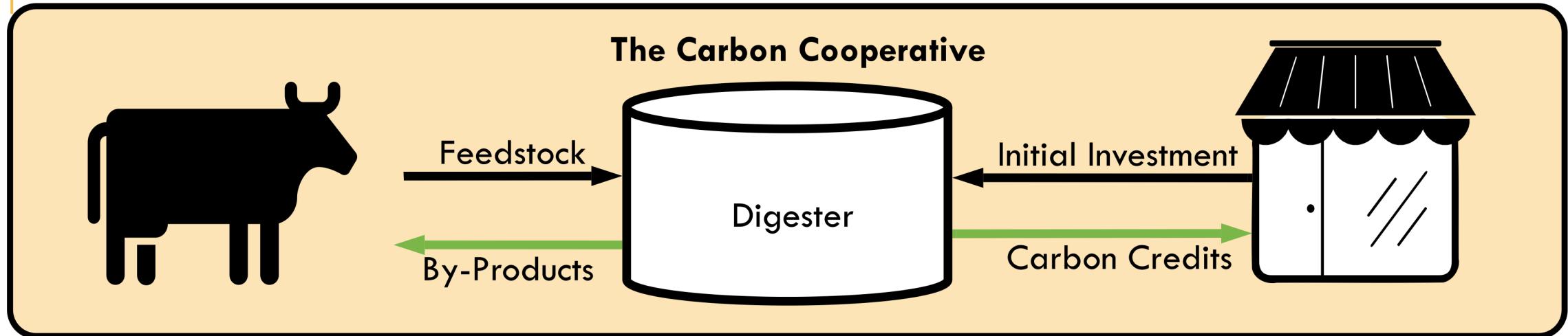
RANCHER

BUSINESS MODEL HYPOTHESIS

BIOQUEST

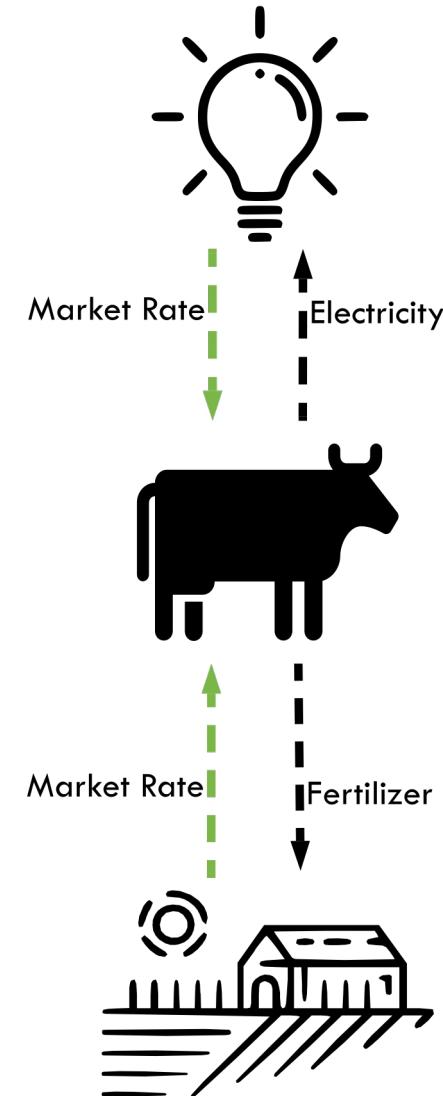
BioQuest is a carbon cooperative composed of small-medium businesses and ranchers within the local food ecosystem.

The carbon cooperative is designed to empower its members to collectively fund carbon off-setting technology for ranchers and incentivize members to reduce their emissions.

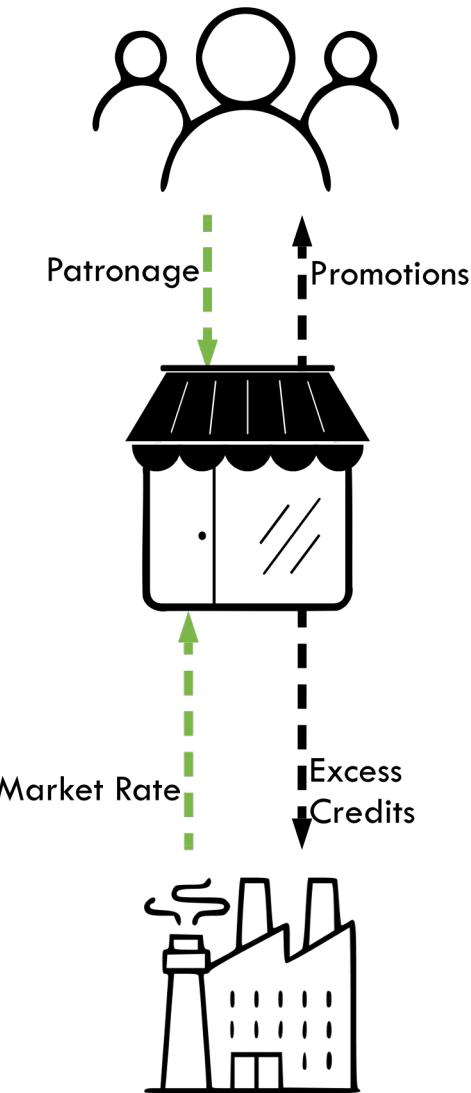


THE CARBON COOPERATIVE |

RANCHER BENEFITS

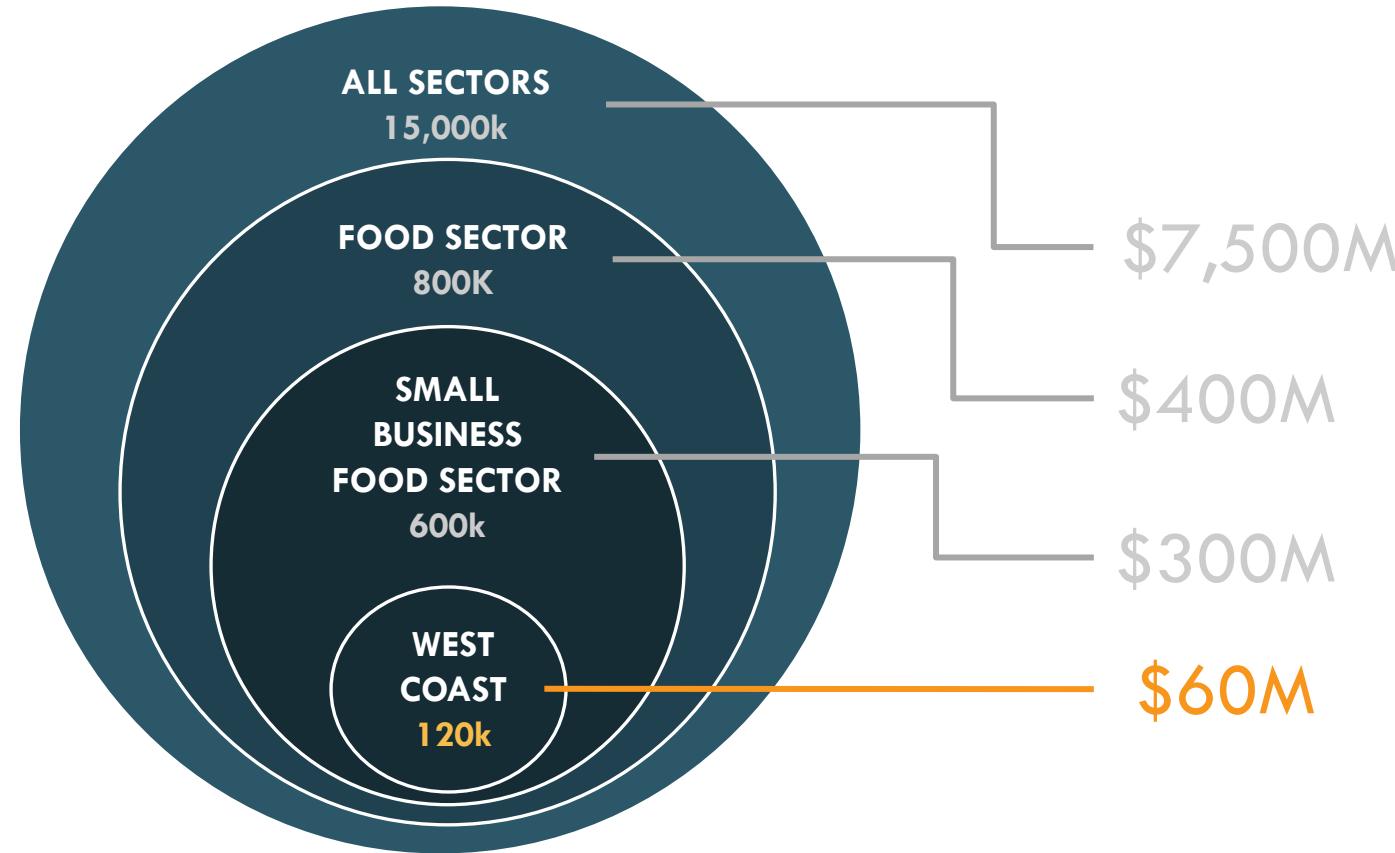


SMALL-MEDIUM BUSINESS BENEFITS



BUSINESS MODEL ENVIRONMENT:

U.S. MARKET SIZE



NUMBER OF
ESTABLISHMENTS*



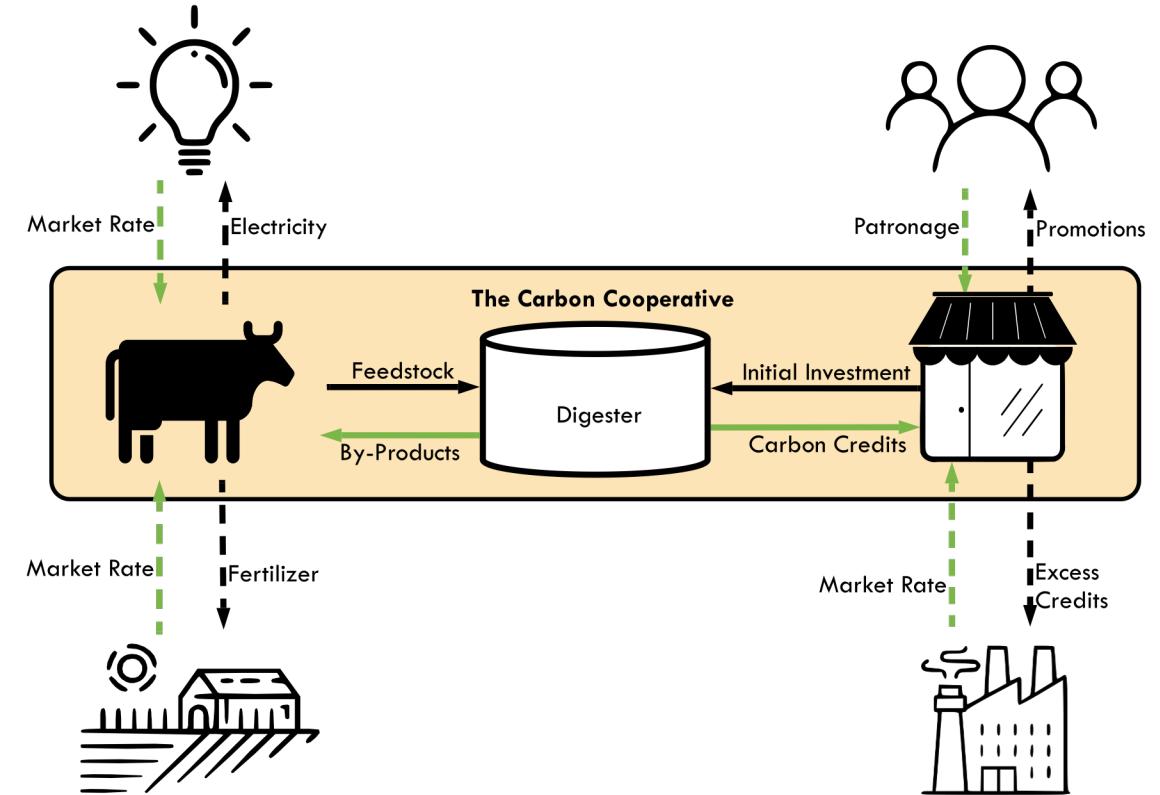
\$500 MEMBERSHIP FEE



APEX MARKET SIZE
(Millions)

*US ECONOMIC CENSUS, 2016

THE CARBON COOPERATIVE



FEEDBACK

- CO-OP INSIGHTS
- CHICKEN OR THE EGG?
- CREDIBILITY
- ALLOCATING BENEFITS
- LIABILITY

QUESTIONS?

SOURCES

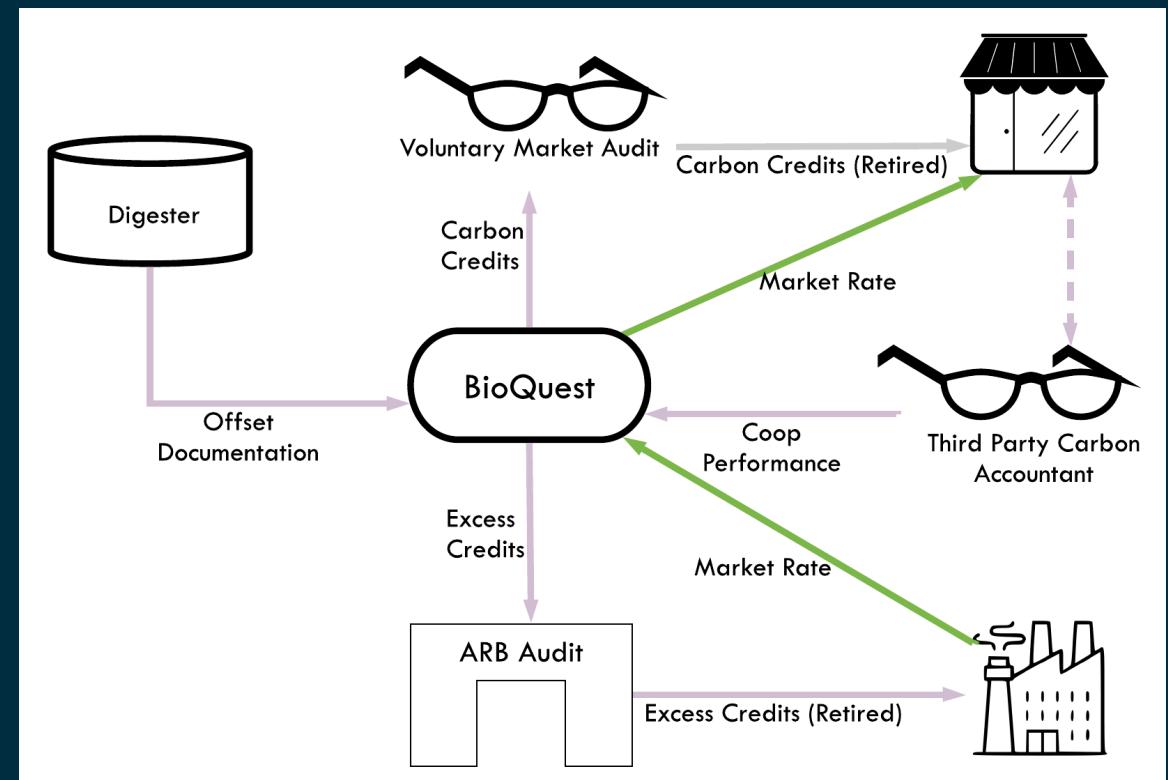
USDA. "Cooperative Approaches for Implementation of Dairy Manure Digesters," 2009.

WWF, Ceres, Calvert, and CDP. "Power Forward 3.0 How the Largest U.S. Companies Are Capturing Business Valuewhile Addressing Climate Change." Power Forward, April 2017.

US Census, 2016 "Number of Firms, Number of Establishments, Employment, and Annual Payroll by Congressional District and Enterprise Employment Size for the United States, NAICS Sectors: 2016"

NAICS Association, 2020, Number of Businesses per sector code. <https://www.naics.com/naics-code-description/?code=72>

CARBON OFFSET VALUE MAP



BUSINESS MODEL CANVAS



CUSTOMER
SEGMENTS



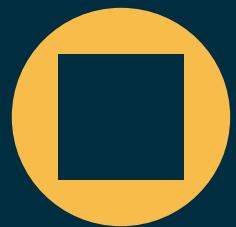
VALUE
PROPOSITION



CHANNELS &
CUSTOMER
RELATIONSHIPS



REVENUE
STREAMS



KEY PARTNERS

INTERVIEWS

BUSINESS MODEL TAKEAWAY



Food resellers taking environmental action, but felt penalized for it

Customers unaware of food resellers environmental action

End consumers are not empowered to make environmental actions on their own.



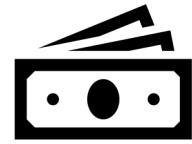
Food resellers used in-person networking and training events to gain partners/customers

Some consumers are price sensitive, but rarely used coupons whereas some are not price sensitive but use promotions and coupons.



Distributors and resellers stated building relationships with key partners/customers via face to face communication was valuable

Online platform was harder to control the messaging and maintain loyalty.



Farmers often don't get paid immediately and would receive "credits" from the distributor waiting on their products to be sold

Prices of products fluctuated everyday making it difficult to develop long-term strategic planning and growth for farmers and distributors.

INTERVIEWS

BUSINESS MODEL TAKEAWAY



Food resellers taking environmental action, but felt penalized for it

Customers unaware of food resellers environmental action

End consumers are not empowered to make environmental actions on their own.



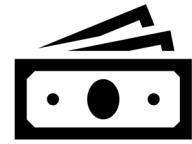
Food resellers used in-person networking and training events to gain partners/customers

Some consumers are price sensitive, but rarely used coupons whereas some are not price sensitive but use promotions and coupons.



Distributors and resellers stated building relationships with key partners/customers via face to face communication was valuable

Online platform was harder to control the messaging and maintain loyalty.



Farmers often don't get paid immediately and would receive "credits" from the distributor waiting on their products to be sold

Prices of products fluctuated everyday making it difficult to develop long-term strategic planning and growth for farmers and distributors.

BUSINESS MODEL CANVAS

HYPOTHESIS CHECK



Food resellers taking environmental action, but felt penalized for it

Customers unaware of food resellers environmental action

End consumers are not empowered to make environmental actions on their own.



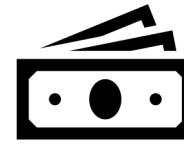
Food resellers used in-person networking and training events to gain partners/customers

Some consumers are price sensitive, but rarely used coupons whereas some are not price sensitive but use promotions and coupons.



Distributors and resellers stated building relationships with key partners/customers via face to face communication was valuable

Online platform was harder to control the messaging and maintain loyalty.



Farmers often don't get paid immediately and would receive "credits" from the distributor waiting on their products to be sold

Prices of products fluctuated everyday making it difficult to develop long-term strategic planning and growth for farmers and distributors.