

► BUSINESS MODEL CANVAS

FOOD+ MARS

KEY PARTNERS

- Suppliers
- Octant Aerospace Consulting Ltd – Canadá
- Hadees-C (Simulated Space Exploration Analog Habitat)
- SGAC Incubator Program
- GIDA UN (Aerospace Research and Development Group of the National University of Colombia)
- ASTRA (Aerospace Science and Technology Research Group)
- CIPSELA (Creative and Innovative Programs for Space Education, Launch, and Aviation)

KEY ACTIVITIES

- Investigations
- Technological developments
- Designing

KEY RESOURCES

- Infrastructure
- Expertise
- Technology patent
- Researchers
- Insects and worms

VALUE PROPOSITIONS

- Self-sustaining technology
- Does not require ground supplies
- It provides the Martians with high quality animal protein, essential fatty acids, micronutrients and is a source of food energy.
- Provides minerals such as iron, zinc and magnesium and B complex vitamins (thiamine, riboflavin, niacin, B6 and B12)

CUSTOMER RELATIONSHIPS

- Automated system
- Easy operation
- Highly customized service
- Long-term contracts

CHANNELS

- FOOD+ offices
- Web page
- Social networks

CUSTOMER SEGMENTS

- SpaceX
- ESA
- NASA
- Armed forces
- AEC (Colombian Space Agency)
- JAXA (Japan Aerospace Exploration Agency)
- CSA (Canadian Space Agency)
- AIRBUS

COST STRUCTURE

- Employees
- Infrastructure (laboratory, machinery)
- Biological resources
- Food records

REVENUE STREAMS

- Licensing Technology
- Space contracts