Key Partners Partnere



Key Activities Kjerneaktiviteter



Value Propositions Verdiløfte



Customer relationship Kunderelasjon



Customer Segmen Kundesegment



- Kassal.app which provides the product with a third-party-api to find the cheapest groceries
- Grocery store owners (Rema 1000, Kiwi, Coop Ops, etc.)
- Developing and maintaining the software
- Coordination with thirdparty companies such as Kassal.app
- Advertise for the product
- Provide customer support

- An economical and ecofriendly way of shopping.
- Time and price efficient way of shopping
- Eco-friendly way of shopping, reducing the travel distance and prioritizing sustainable food products
- Customer support when the software malfunctions
- Families or individuals who are seeking to save money on grocery shopping
- Food customers who are eco-friendly and economical





- Competence with IT
- Data from Kassal.app to provide accurate pricing for our customers

Channels Kanaler



- Social media to advertise the product
- The website which the application is run on
- Other advertisement channels, such as Google Ads

Cost Structure Kostnader



- Advertisement cost
- API-subscription fees



Revenue Streams Inntektsstrøm

Advertisement



Flourishing Business Canvas

Environment

Society

Economy

BIOPHYSICAL STOCKS

Sustainable and healthy food products



ECOSYSTEM SERVICES

 Lower CO2 emissions

RESOURCES

Competence with IT Data from Kassal.app to provide accurate pricing for our customers

Developing and maintaining the software

ACTIVITIES

- Coordination with thirdparty companies such as Kassal.app
- Advertise for the product
- Provide customer support

PARTNERSHIPS

PROCESS

- The key partnership is to Kassal.app to provide the API which the product will use
- Stores that will want to appear more often in our application

GOVERNANCE

- The costumers
 - The provider for the API
 - **Grocery stores** The
 - development

VALUE

VALUE CO-CREATIONS

Hopefully the product helps costumers find good, healthy food options



VALUE CO-DESTRUCTIONS



PRODUCTS / SERVICES

The product provides an application to which a costumer can find cheap, healthy and sustainable food products based on what they intend to eat.

PEOPLE

RELATIONSHIPS

- We will communicate through social media to get attention to the application
- We will use advertisement to market the product and costumer service to keep the costumers happy

CHANNELS

- Social media to advertise the product
- Customer service on the website
- Other advertisement channels, such as Google Ads

ACTORS

- Customers will be happy to not drive as far to collect the groceries.
- The environment will benefit, when the carbon footprint is lowered

NEEDS

· The product will satisfy the need for good products that are good for themselves as well as the environment

COSTS

- Development and maintenance cost
- Advertisement cost
- · API-subscription fees

GOALS

The goals for the product is that it will provide a solid solution to reduce the carbon footprint and contribute to a more sustainable world

BENEFITS

· The product will measure the benefits when the costumers find the groceries they need at a minimum cost, as well as purchasing sustainable groceries.

STAKEHOLDERS

Customers who are

focused on living an

eco-friendly lifestyle

Food suppliers and

Grocery stores

distributors

OUTCOMES







