## 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

#### 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

#### ACTIVITIES

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

# 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**





