

# Lean Canvas

Let's use this model to evaluate our business idea's opportunities and risks.

## 01 Problem

We're solving the issue of edible food being wasted while people nearby go hungry, by creating a simple way to donate surplus food.

There's no easy platform to connect food donors with NGOs in real time. We're bridging that gap to ensure food reaches those in need quickly.

## Existing Alternatives

Apps like Feeding India, Olio, and local food banks with mobile-based donation coordination.

Mostly manual coordination, WhatsApp groups, or irregular food drives, which are slow, unorganized, and lack real-time tracking.

## 02 Solution

We provide a web platform where food donors can quickly list surplus food, and NGOs get instant alerts to collect it before it goes to waste.

Customers should feel the process is fast, reliable, and impactful — knowing their actions directly reduce waste and help feed people in need.

## 03 Key Metrics

We track the number of food donations, meals served, registered users, and the average time from food listing to pickup.

Success means more food saved from waste, more people fed, faster response times, and a growing network of active donors and NGOs.

## 04 Unique Value Proposition

We combine real-time food donation with local matching and impact tracking — all in one easy-to-use web platform.

Unlike general food apps or donation drives, our platform focuses on instant connections, verified NGO partnerships, and visible impact data for donors.

## 05 Unfair Advantage

Our close partnerships with local NGOs, trust in the community, and real-time impact tracking make us hard to copy.

We have a growing verified donor-recipient network and exclusive local insights that competitors lack — built on trust and real fieldwork.

## 06 Channels

We'll use social media, partner with local NGOs, reach out to restaurants directly, and collaborate with city councils and sustainability programs.

## 07 Customer Segments

Restaurants, bakeries, supermarkets, and households with surplus food to donate.

NGOs, food banks, and community kitchens that need regular food supply to serve the needy.

## Early Adopters

Local restaurant chains and active NGOs who already support food donation efforts.

Low-income families, homeless individuals, and communities struggling with food insecurity.

## 08 Cost Structure

- Web Development & Maintenance: Cost of building and maintaining the core web platform.
- Hosting & Infrastructure: Servers, domain registration, SSL certificates, and cloud storage.
- Salaries: Payments for core technical and administrative staff.
- Office or Remote Setup: Basic tools, software licenses, and workspace support.
- Security & Compliance: Costs for data protection tools, legal consultations, and privacy compliance.

- Marketing & Outreach: Social media promotions, printed materials, and community engagement events.
- Customer Support: Onboarding, technical help, and user training for donors and NGOs.
- Volunteer Coordination: Tools or apps used to manage logistics and schedules.
- NGO Onboarding & Verification: Time and resources spent on vetting and integrating new partners.
- Scaling Costs: Increased server usage, third-party tools, and service integrations as the platform grows.

## 09 Revenue Streams

- CSR Sponsorships & Partnerships: We will partner with socially responsible companies who want to sponsor food donations or feature their brand on impact dashboards.
- Freemium Model for Donors: Basic listing is free, but large-scale donors (like supermarket chains) can subscribe to premium features — like analytics, impact reports, and badge recognition.
- Government Grants & NGO Funding: We'll apply for public health, sustainability, and food security grants from government bodies and international NGOs.
- Donation-based Revenue: Users and well-wishers can contribute voluntarily to support our mission via the platform.
- White-Label Solutions: Custom-branded versions of our platform can be offered to large NGOs or municipalities needing a private food distribution system.