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| ***7. Key Partners***   * Suppliers of mealworm powder * Community * Researchers * Restaurants : creative cooks * Event organizers * Media | ***8. Key Activities***  Build transparent relationships with suppliers  Create a strong brand name  R&D   * Establishing a model for transparency with suppliers * Invent new products * track all process information | ***1. Value Proposition***   * Provide delicious, healthy and environmental friendly food * Provide an alternative for meat, especially burgers : insect based snacks or burgers * Transparency : the customer can follow the history and nutritional content of the food in detail | | ***4. Customer Relationships***   * Community creation * Providing them with complete and transparent information through scanning and app or website * Let customers co-   create new products | ***2. Customer Segments***   * Creative class in big cities in Europe or USA * Young, urban, health & environmental conscious |
| ***6. Key Resources***  Talent   * To invent new food products that appeal to consumers   Technology   * Blockchain and other new technologies to make the process transparent | ***3. Channels***   * supermarkets * Events * Restaurants * Online * Bio- or organic shops |
| ***9. Cost Structure***  Value driven  Cost of R&D  Cost of promoting a new food source and building a brand  Cost of inputs : mealworm powder  Cost of transparency | | | ***5. Revenue Streams***   * crowdfunding * Sales of mealworm based snacks and burgers : medium-high price * Income from giving workshops and speaking on events | | |