|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***7. Key Partners***   * Community * Researchers * Restaurants : creative cooks * Event organizers * Media | ***8. Key Activities***  Vertical integration of supply chain :   * Production of mealworms * Processing of mealworms into powder * Inventing and producing snacks based on mealworms * Selling the snacks   R&D   * Establishing a model for transparency * Invent new products * Improve production * track all process information | ***1. Value Proposition***   * Provide delicious, healthy and environmental friendly food * Provide a novel food source : insect based snacks or sports supplements * 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 | ***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 * To establish an industrial scale production process   Technology   * Blockchain and other new technologies to make the process transparent | ***3. Channels***   * Events * Restaurants * Online * Bio- or organic shops * Fitness environments * Outdoor sports shops |
| ***9. Cost Structure***  Value driven   * Production process high cost * Manual labor * R&D * Promoting a new food source   Cost will quickly go down with experience  Cost of transparency | | | ***5. Revenue Streams***   * crowdfunding * Sales of mealworm based snacks and sports products : high price * Sales of intermediary mealworm powder : low price * Income from giving workshops and speaking on events | | |