

GlocalZim BUSINESS MODEL CANVAS

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| Key Partners <ul style="list-style-type: none">Ashesi UniversityMasterCard FoundationIndonesian Backyard Maggot ProducerKECFeed Farm | Key Activities <ul style="list-style-type: none">Collection of organic wasteBlack Soldier Fly (BSF) maggot productionCrude protein maggot feed productionAnimal husbandry using the crude protein maggot feedsPoultry farmingDecomposition of organic waste into organic manure or mulch known as frass fertilizerProducing high quality farm produce using organic manureMarketing & Advertisement | Identified Problem(s) <ul style="list-style-type: none">a) Food insecurity: The critical food insecurity situation in the lean season between 2008 to date in Zimbabwe.b) Mismanagement of waste: The management of organic waste in Zimbabwe has been below par, with most of the waste ending up in illegal dumpsites which has seen a rise in cholera, diarrhoea, and other related diseases.c) Diseases: Health-related problems that emanate from the use of inorganic fertilizers.d) Swelling prices of poultry feed: There has been an increase in the demand for chicken feed which has led to an increase in the prices of animal feeds particularly poultry in Zimbabwe | | Relationships: <ul style="list-style-type: none">Social Media MarketingCompany or Product Website/Blog/ChatCustomised alerts via user panels and emailFree informational talks about black soldier maggot productionPositive and Professional Interactions with customersMedia advertising tools such as the newspaper, magazine, television, and radio to broadcast key messages to remote customers. | | Segments: <ul style="list-style-type: none">HouseholdsFarmersBoarding schoolsGovernment Institutions i.e., Prisons and Hospitals | |
| | Purpose: To Deliver Sustainable solutions from Plant and Animal Life | | | | | | |
| | Value Proposition Black Soldier Fly (BSF) maggot <ul style="list-style-type: none">Fastest decomposer of organic wasteHigher-protein content alternative to fishmeal and soybeans Farm produce <ul style="list-style-type: none">High-quality crops will be produced using organic manure Crude protein maggot feeds <ul style="list-style-type: none">Reduced cost of protein feedLeads to improved quality in poultry compared to conventional feed Organic manure (frass fertilizer) <ul style="list-style-type: none">Help eradicate use of inorganic fertilizersLeads to increase crop productivity Poultry <ul style="list-style-type: none">Poultry with improved quality due to high protein content maggot feeds | | Channels <ul style="list-style-type: none">Retail and direct sales will be done at the farm and Mbare Musika market.Truck deliveries for wholesale distributionsE-commerce and Digital marketing platformsCompany/Product Website | | | | |
| Cost Structure: <ul style="list-style-type: none">Contract with landlord (Rent)Utilities (Water & Electricity)Labour (Salaries, Food and Transport)Waste CollectionOrganic waste processingMaggot feed processingLand PreparationHarvestingWebsite hosting costs (monthly fee)Delivery and DistributionMaggot egg shippingAdvertising, Marketing and Sales | | | Impact Metrics: <ul style="list-style-type: none">Eradication of inorganic fertilizers by applying an ecosystems approach to agriculture i.e., an integrated system of plant and animal production to sustainably produce bigger, healthier, and tastier farm produce.Organic manure (mulch/frass fertilizer) can be a solution to health-related problems that emanate from the use of inorganic fertilizers.Black soldier fly maggot which is regarded as the fastest decomposer of organic waste, it can be a partial solution to the mismanagement of waste in Zimbabwe.Creation of employment for youths in a poverty-stricken Zimbabwean economy with high rates of unemployment. | | Income Streams: We will make money by selling our farming end-products and by-products namely Sugar beans, Garlic, Organic manure, Crude Maggot feeds, Chicken Broilers and Maggot Seeds Product prices: <ul style="list-style-type: none">1 tonne Sugar beans (main crop) - \$1500.001 kg Garlic - \$3.0050kg Organic manure (frass fertilizer) - \$2.001kg Crude Maggot Feeds - \$1.001 Chicken Broiler - \$5.001 g Maggot seeds – \$1.00 Revenue Model: 50% Munashe Nyazenga and 50% Makomborero Busu Recurring revenue: Product Payment | | |