

# GlocalZim BUSINESS MODEL CANVAS

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Ashesi University</li><li>• MasterCard Foundation</li><li>• Indonesian Backyard Maggot Producer</li><li>• KECFeed Farm</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Collection of organic waste</li><li>• Black Soldier Fly (BSF) maggot production</li><li>• Crude protein maggot feed production</li><li>• Animal husbandry using the crude protein maggot feeds</li><li>• Poultry farming</li><li>• Decomposition of organic waste into organic manure or mulch known as frass fertilizer</li><li>• Producing high-quality farm produce using organic manure</li><li>• Marketing &amp; Advertisement</li></ul>	<b>Identified Problem(s)</b> <p>a) <b>Food insecurity:</b> The critical food insecurity situation in the lean season between 2008 to date in Zimbabwe.</p> <p>b) <b>Mismanagement of waste:</b> The management of organic waste in Zimbabwe has been below par, with most of the waste ending up in illegal dumpsites has seen a rise in cholera, diarrhoea, and other related diseases.</p> <p>c) <b>Diseases:</b> Health-related problems that emanate from the use of inorganic fertilizers.</p> <p>d) <b>Swelling prices of poultry feed:</b> There has been an increase in the demand for chicken feed which has led to an increase in the prices of animal feeds especially poultry feeds in Zimbabwe</p>		<b>Relationships:</b> <ul style="list-style-type: none"><li>• Social Media Marketing</li><li>• Company or Product Website/Blog/Chat</li><li>• Customised alerts via user panels and emails</li><li>• Free informational talks about black soldier maggot production</li><li>• Positive and Professional Interactions with customers</li><li>• Use of media advertising tools such as the newspaper, magazine, television, and radio to broadcast key messages to remote customers.</li></ul>		<b>Segments:</b> <ul style="list-style-type: none"><li>• Households</li><li>• Farmers</li><li>• Boarding schools</li><li>• Government Institutions i.e., Prisons and Hospitals</li></ul>
	<b>Key Resources</b> <p><b>Tangible:</b></p> <ul style="list-style-type: none"><li>• Public Relations team</li><li>• Professional digital marketers and software developers.</li><li>• Legal Advisor</li><li>• Financial Resources</li></ul> <p><b>Intangible:</b></p> <ul style="list-style-type: none"><li>• Black soldier maggot farming knowledge</li></ul>	<b>Purpose:</b> To Deliver Sustainable solutions from Plant and Animal Life		<b>Channels</b> <ul style="list-style-type: none"><li>• Retail and direct sales will be done at the farm and Mbare Musika market.</li><li>• Truck deliveries for wholesale distributions</li><li>• E-commerce and Digital marketing platforms</li><li>• Company/Product Website</li></ul>		
		<b>Value Proposition</b> <p><b>Black Soldier Fly (BSF) maggot</b></p> <ul style="list-style-type: none"><li>• Fastest decomposer of organic waste</li><li>• Higher-protein content alternative to fishmeal and soybeans</li></ul> <p><b>Farm produce</b></p> <ul style="list-style-type: none"><li>• High-quality crops will be produced using organic manure</li></ul> <p><b>Crude protein maggot feeds</b></p> <ul style="list-style-type: none"><li>• Reduced cost of protein feed</li><li>• Leads to improved quality in poultry compared to conventional feed</li></ul> <p><b>Organic manure (frass fertilizer)</b></p> <ul style="list-style-type: none"><li>• Help eradicate the use of inorganic fertilizers</li><li>• Leads to increase crop productivity</li></ul> <p><b>Poultry</b></p> <ul style="list-style-type: none"><li>• Poultry with improved quality due to high protein content maggot feeds</li></ul>				
		<b>Cost Structure:</b> <ul style="list-style-type: none"><li>• Contract with the landlord (Rent)</li><li>• Utilities (Water &amp; Electricity)</li><li>• Labour (Salaries, Food and Transport)</li><li>• Waste Collection</li><li>• Organic waste processing</li><li>• Maggot feed processing</li><li>• Land Preparation</li><li>• Harvesting</li><li>• Website hosting costs (monthly fee)</li><li>• Delivery and Distribution</li><li>• Maggot egg shipping</li><li>• Advertising, Marketing and Sales</li></ul>			<b>Impact Metrics:</b> <ul style="list-style-type: none"><li>• 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.</li><li>• Organic manure (mulch/frass fertilizer) can be a solution to health-related problems that emanate from the use of inorganic fertilizers.</li><li>• Black soldier fly maggot which is regarded as the fastest decomposer of organic waste, can be a partial solution to the mismanagement of waste in Zimbabwe.</li><li>• Creation of employment for youths in a poverty-stricken Zimbabwean economy with high rates of unemployment.</li></ul>	