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| **Key Partners**  Our website is not associated with any key partners, other than the developers of the website.  The website will use recipes/ingredients supplied to us by each member of the group, which is the main key resource to our website.  Key partners will share/market the website idea to friends and family. | **Key Activities**  Web development  Database management  Backend Java development  User Interface design & development  Researching Ingredients, recipe and nutritional values  Calculating accurately nutrient information per recipe quantity  Market website idea to friends & family, then receive feedback, which will used to research and further develop the website. | **Value Proposition**  Reduce food wastage in the household  Help save money, by cooking with what you have at home.  Free and intuitive website, so anyone of any age can use it easily  Personalized recipes based on ingredients and selected diets (vegan, halal, vegetarian etc).  Provide a healthy recipe filter and have nutritional information (calorie, fats etc) for all recipes.  Help support solutions to ongoing problems, which are the 16 Sustainable Development Goals. We focus on 4 main goals: Goal 2, 3,12 and 13 | **Customer Relationship**  We have developed the website heavily for seamless user experiences and accurate information, we considered all ages when designing.  We have considered, health conscious users and have included a dedicated healthy filter and have nutritional values for each recipe.  We want to put an end to food waste and encourage responsible consumption.  We have made getting recipes for the users left over extremely simple, with no ads or time-wasting features.  We are open to feedback and are ready to improve the website according to constructive user feedback.  Despite the easy to use user interface of our website, we have also included an FAQ page. | **Customer Segments**  We aim to target the general public, as this is our planet and we all need to care for it.  We have catered for every common diet by including, diets filters like halal, vegan, vegetarian, lactose free & gluten free.  The website is inclusive of accurate nutritional details for each recipe, for those who want to keep track of their nutrition.  Our website is free to use, it’s a non-subscription based or pay to use website, allowing us to cater for any human class.  The website is a safe space to save money, maintain your diet, stay healthy and make sure there is no waste. |
| **Key resources**  Software developers  Software for development  Recipes, Ingredients and nutritional data.  Recipe images | **Channels**  We will use the world wide web to provide access to our website, a direct relationship no ads or externals from developers to users.  Currently, the website works locally but, we can host our website on a server for £1.69/month (Domain name not included) |
| **Cost Structure**  The website does not incur any costs as everything is sourced internally between developers, from data to development tools which were all free to use. If we do incur costs, it will be to host the server which will cost 1.69/month as mentioned in our distribution channels. | | | **Revenue Streams**  This is a non-profit free to use website with a goal of aiding in solving some of the UN Sustainable development issues. However, if we were to gain any revenue, we are open to sponsorships/donations. | |

**TheSilentIngredient.com G43**

*Business Model Canvas*