

Entrepreneurship Coaching

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GREENBOX

(GROUP 12- RESPONSIBLE CONSUMPTION AND PRODUCTION)

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Declaration

Declaration in accordance with § 18 Para. 4 Nr. 7 APO THI

I hereby declare that this thesis is own work (Group 12 – Responsible Consumption and Production), that we have not presented it elsewhere for examination purposes and that we have not used any sources or aids other than those stated. We have marked verbatim and indirect quotations as such.

Ingolstadt, 14.12.2020

(Signature)

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1. Introduction and Team Presentation

We are the team of Greenbox, and we want to raise better food awareness. Our mission is to offer a digital service which enables the connection of local farmers and producers with their customers. We give people a sustainable solution for their grocery shopping of fresh and healthy goods. Due to less transportation of our regional grown food the Greenbox service generates less carbon emission compared to a usual food purchase in a discounter.

Our concept aims to inform the customer in detail about the product and the production of it. Our long-term vision is to offer our service all over Germany and to create a nationwide, green, and sustainable food network with regional farmers.

The team behind “Greenbox”:



“I am a 26-year-old Master student in the course of Automotive Production Engineering. I have gained two years of practical work experience as part project leader. I can support the Greenbox team with my organization talent and innovative ideas.”



“I am a 25-year-old Master student in the course of Automotive Production Engineering. I have gained two years of practical work experience as a Production Engineer. I can assist Greenbox team with my Technical knowledge and Strategic Planning ideas.”



“I am a 26-year-old Master student in the course of User Experience Design. I worked as a Software developer for more than 3 years in IT Industry. I support the Greenbox team with Sustainable business Ideas & Intuitive IT solutions.”



“I am a 26-year-old Master student in the User Experience Design Program. I have 4 years experience as a branding and web designer. I can assist the Greenbox team by applying my design skills to many different areas.”

2. Product Idea: Greenbox

Greenbox is a service that collects fresh produce from local farmers and delivers it to the homes of our customers in a way that limits energy, food, and packaging waste as much as possible. In the rest of this section, the problems that necessitate such a service and how Greenbox intends to solve them will be outlined.

2.1. Greenbox: A Solution to Global Issues

The idea for Greenbox came out of necessity. The service is directly inspired by one of the United Nation's seventeen Sustainable Development goals: Responsible Consumption and Production. This goal outlines specific targets in order to achieve a "sustainable future" and to address "global challenges" that the world faces (United Nations, "17 Goals to Transform Our World.")

The United Nation's 2030 targets for Responsible Consumption and Production are numerous (with twelve in total) and have an equal amount of global impact and importance. However, Greenbox has identified three specific targets as actionable items that we can positively contribute to. These targets are:

"Target 12.2: By 2030, achieve the sustainable management and efficient use of natural resources.

Target 12.3: By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.

...**Target 12.8:** By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature" (United Nations, "Goal 12: Ensure sustainable consumption and production patterns.")

Our proposed service, with its focus on the distribution of sustainably sourced produce, its strong attitudes toward decreasing food waste in combination with our intent to educate the community on the importance of food appreciation, see these three targets as integral components of our mission and value system.

2.2. Greenbox: Our Value Proposition

The Greenbox value proposition is this: "Greenbox creates a sustainable ecosystem for fresh produce delivery." In this proposition, we state the projected service we're bringing to our customers (fresh produce delivery) as well as the value that we create (a sustainable delivery ecosystem) and the problem at-large we solve with this service (by default, unsustainability.) This word "ecosystem" pulls a lot of weight in our proposition. We believe that in order to make progress toward the above-mentioned UN targets, Greenbox needs to become a fixed and reliable part of the community. We believe that we need to develop an ecosystem that survives and thrives without burdening the community with more waste. Thus, the value we provide is not just fresh, healthy food. We also provide a service that strengthens its community while simultaneously inflicting no ecological harm upon it.

In the next sections, Greenbox will describe various global sustainability issues which, in conjunction with research into our projected customer base, will provide the basis for the problems that our business intends to solve. This research will provide solid support for our value proposition, in addition to proving that Greenbox is a solution to not only local issues, but also global ones in relation to the United Nation's global 2030 Targets.

2.3. Problem and Solution: Energy Consumption along the Supply Chain

The United Nation website also makes it clear that without more sustainable practices and attitudes about the world's general consumption and production habits, the world is heading in a precarious direction. Their website states that "Should the global population reach 9.6 billion by 2050, the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles" (United Nations, "Goal 12: Ensure sustainable consumption and production patterns.")

Further research, however, provides additional reasons that a service like Greenbox can solve the problem of using the planet's natural resources more wisely. For instance, consider the apple. When you buy an apple from the grocery store, chances are that it was exported from overseas. In the research our team conducted, we looked at the supply chain of an apple imported to a German grocery store from New Zealand.

The supply chain (and energy wastage) created by importing an apple from New Zealand to a German grocery store is immense in comparison to apples sourced through the Greenbox supply chain. The New Zealand apples take a 28-day journey aboard a "cool ship" which keeps them air-conditioned until they reach their port overseas. This trip consumes a massive 2.83 megajoules per kilogram of apples (Blanke & Burdick, 2005, "Food (Mlies) for Thought.") For reference, one megajoule of energy is equal to one hour of watching a large TV (Genesis Now: Energy Efficient Engineers, "Energy Examples.) Which on the outset might not sound like much, but once you multiply that number by the hundreds to thousands of kilograms of apples being imported from overseas, it becomes quite significant.

In addition, New Zealand apples embark on many in-between trips aboard energy-consuming, air-conditioned trucks in order to end up at a German grocery store. This includes transport from the port to the packaging center and from the packaging center to the grocery store. And then of course there is a significant amount of energy wasted when the customer travels (by car) the average of 3km from their home to the grocery store to buy the apple (Blanke et al., 2005, "Food (Mlies) for Thought."). In total, an imported apple from an overseas location like New Zealand, consumes 7.49 MJ of energy per kilogram of apples. Most of this energy consumption stems directly from transport methods like "cool ships" and air-conditioned trucks which travel hundreds and thousands of kilometers and consume vast amounts of energy to do so (Blanke et al., 2005, "Food (Mlies) for Thought.")

The Greenbox solution to this problem: Our service removes as many of these wasteful "in-between trips" as possible. In the Greenbox transport model, most of the energy consumed to get an apple from the orchard to the customer's home is just the standard energy used during apple cultivation. After being harvested at the orchard, the apple makes a comparatively small trip to our warehouse in order to be sorted for delivery. From there, it is delivered to the consumers home in a carbon neutral way. (Transport logistics will be described in greater detail in Chapter 4.) In comparison to an apple imported from New Zealand, Greenbox projects it's supply chain will only consume 3.21 MJ per kilogram of apples. This is a direct result of our shortened, local supply chain. Other than apple cultivation, the only other major contributors to energy consumption in our supply chain are the initial transport and cooling, as well as a small amount of reserved for packaging.

However, Greenbox acknowledges that our service and process still have the potential to contribute waste at various stages in the process. We are committed to offset this waste by joining forces with several programs that will help our company achieve carbon neutrality. (Such as a service that plants trees on behalf of our company.) In summary, though the Greenbox

model significantly cuts down energy wastage along the supply chain, any opportunities for energy waste will be identified and compensated for the company to reach and maintain carbon neutrality.

2.3.1. Problem and Solution: Germany's Destructive Eating Habits

Further research supports the fact that the German population's overall eating habits are a problem for sustainability as well. For instance, in 2010 Germans adopted slightly unhealthier habits (such as consuming slightly more meat, wheat and dairy products.) This slight change resulted in 215,000 hectares of land in other countries being converted to cropland (Worldwide Fund for Nature, 2012, pg. 32.) For reference, this is an area of land the size of the State of Saarland. This proves that even slight negative differences have a huge negative impact, not just in Germany but the rest of the world as well. If Germans switched to significantly more sustainable diets (eating 44% less meat and increasing produce intake by 75%) the country would significantly reduce its CO₂ emissions to the order of 300 million tons of C0₂ per year (WWF, 2012, pg. 40.) Even if the country adopted even slightly healthier eating habits, the positive effects would be noticeable, with an even slightly healthier diet reducing Germany's carbon footprint by 14% (WWF, 2012, pg. 46.)

The Greenbox solution to this problem looks like this: By delivering locally sourced produce, Greenbox circumvents the issue of converting foreign land to cropland because it is using the land and resources that already exist inside of Germany. Additionally, with most of our product options being fruits and vegetables, our service exposes consumers to the type of healthy, sustainable diet recommended by the Worldwide Fund for Nature. This will be compounded by the fact that part of Greenbox's solution includes educational outreach on the problems caused by unsustainable diets. Greenbox believes that the more people are educated about food sustainability choices, they are more likely make sustainable, healthy choices when giving the option.

2.3.2. Problem and Solution: Food Waste

Food waste at the consumer level (after the grocery shopper has bought the food and taken it home) is devastating to responsible consumption and production practices. The United Nations states that "Each year, an estimated one third of all food produced – equivalent to 1.3 billion tones worth around \$1 trillion – ends up rotting in the bins of consumers and retailers or spoiling due to poor transportation and harvesting practices" (United Nations, "Goal 12: Ensure sustainable consumption and production patterns."). The "throw away" attitude of the average German consumer wastes not just food but the land and other resources that it took to produce that food. When viewed from this perspective, consumers waste 2.4 million hectares of land, an area the size of the country of Turkey (WWF, 2012, pg. 7.) This is an immense amount of wastage that could be avoided if consumers understood the importance of using (and buying) their food wisely.

The Greenbox solution to this problem looks like this: Part of the Greenbox business plan is to educate our consumer and provide resources that enable them to connect with the food and those who grew it. The business plans to provide insights into who grew a consumer's produce (for example: specifying what farm grew their apples.) Typically, consumers don't see who grew, harvested and transported their food to them. Greenbox believes that this disconnection between how food is grown and how it gets to the consumer is an instigator to the lack of food

appreciation in German culture. By attaching local places and faces to products, Greenbox won't just tell consumers to appreciate their food, but give them a motive to do so.

2.4. Customer Research

In order to form a better understanding of how to mold this service into something our customers would be attracted to, we performed multiple rounds of questionnaires and interviews. The target was to understand the customers thoughts and feelings to supply a customer-oriented service which brings the maximum value to their lives.

2.4.1. Quantitative Customer Research: The Questionnaires

The online questionnaire was designed to be answered by as many people as possible and gather as much information as possible about their habits, wants, needs, and attitudes toward sustainable consumption and production.

The questions were carefully chosen to reveal information such as the answerer's demographic, age and gender to see a trend in the given answers. The different answers of specific age groups can help us to focus more on our target group. Gender information allows us to make gender specific advertising for example. An additional important factor is the potential customers current attitudes toward sustainable foods and their propensity for purchasing regional and locally produced goods. An aspect which is related to that, is to understand why or why not people are consuming regional products. Having an idea about their current produce purchasing habits help to offer the right range of products and to scale our business. Aspects here are the importance of price and variety.

Result: The survey was conducted over the course of a week and generated nearly 50 responses and produced strong to mixed results in certain questions. Our mostly male participants of a broad age range helped us understand that sustainable food is important to them and that in their current shopping habits they mostly try to buy regional products. In addition, they believe that most people do not currently shop at local farmers because they are nearly invisible and do not advertise themselves. The majority also felt that laziness is a decisive factor in not buying directly from a local farm. The fact that farmers' markets are not offered daily in the cities also makes it difficult for our respondents to make a local choice of food. A gratifying result of our survey was that the majority believed a rather smaller variety at reasonable and fair price is sufficient and satisfactory. The most favorable price is currently not the crucial purchase criterion in their purchase behavior. Almost all of them agreed that buying regional products helps to reach our CO₂ targets. The most chosen brand name was "Greenbox" because it can be related to healthy, fresh products which are delivered in sustainable packaging. All in all, the questionnaire encourages us to follow our idea, because the answers indicate a need for such a product in the interviewed group.

2.4.2. Qualitative Customer Research: The Interviews

The in-person (or digital via Zoom) interviews were designed to get a deep look at customer wishes, attitudes, and motivations by prompting them with open questions. These qualitative interviews allowed us to ask persons directly and to scrutinize their answers directly to exactly understand their thoughts and arguments.

Again, demographic information was collected in the beginning to know how the answers can be interpreted. Our service was briefly described before the participants could have given insight in what they would wish for in a website related to our service. Such information is important to

directly meet the customers' expectations and also to save iteration steps in the development of a digital product. To establish a price structure and possible delivery options, getting a feeling for the willingness to pay for such a service is interesting. Since our service should raise awareness for sustainability in the daily food consumption, the closing question was about the participants current feelings about their grocery shopping habits and how they would feel if they bought local food. The idea was to get a confirmation that buying regionally produced goods can generate a positive feeling in the customers.

Result: The Greenbox team conducted four of these qualitative interviews. Deep insights in terms of needed functions and services on the website were given during the interviews. The desired structure of the website and also relevant product information of the offered goods were described by the participants. The general feedback given was positive, meaning that most of the interview partners confirmed their interest and willingness to pay for such a service. The generation of positive feelings related to a sustainable and regional food purchase was also confirmed during the gathering of the interviews.

In conclusion, it was imperative to get a concrete understanding of what a potential customer thinks about responsible consumption and production in relation to regional food. Developing utmost empathy with potential customers is essential to provide an attractive customer-oriented service which gives maximum possible value to the user.

2.5. In Summary: The Greenbox Solution

Our research into the world's sustainability issues and the attitudes/needs of our customer base have presented several problems, both in relation to global concerns and gaps in the market. In summary, the Greenbox solution to these problems is threefold:

Solution 1: Deliver fresh, local produce directly to our customers: Greenbox's primary service is collecting fresh produce from local farmers and delivering it to our consumers with the least amount of waste and processing required. The Greenbox service aligns with many consumers views such as a) consuming imported produce contributes negatively to CO2 emissions b) consuming local goods is better than not doing so and c) that they would partake in such service because of its convenience. Thus, our service is solving a need that exists for many people.

Solution 2: Reduce (or offset) typically waste associated with imported or grocery store products such as packaging and carbon emissions : Greenbox has carefully laid out its produced transport and delivery logistics in order to cut back on energy consumption and carbon emissions typically caused by such transport/delivery. However, as acknowledged above in Chapter 2.3, we will offset any unintended wastage created by our service by taking part in carbon neutrality programs. Part of our solution is to achieve carbon neutrality as soon as possible, in keeping with our proposition to become a sustainable service.

Solution 3: Reduce local food waste through communication with farmers and educational outreach to our customers: As outlined in the research above, a crucial part of reducing food waste is making sure there is no loss of harvest during the supply chain. Greenbox solves this by keeping the supply chain short. Additionally, Greenbox plans to abate food waste by establishing a connection between the consumer and the produce delivered to them. Our hope is that this implementation will create more value around the received crops that doesn't exist when a consumer buys imported grocery store produce.

2.6.Revisiting the Value Proposition

To restate our value proposition: “Greenbox creates a sustainable ecosystem for fresh produce delivery.” Our proposed service provides value at a variety of different levels, with the delivery of fresh produce being just the surface value that we provide for our customers. The true value of Greenbox is what we are capable of providing for the community as a whole, due entirely to the company’s view that solving global sustainability issues are actionable goals, and that action must begin at the local level in order to make a difference.

3. Business Development

3.1. Competition

The worldwide online shopping offer is almost limitless. You can order nearly everything from all over the world and get it right to your front door within a (few) day(s). Not only electronics, clothing and books are purchased the comfortable way, but food is increasingly ordered via the internet. This trend can be also observed in Germany, especially in the current pandemic situation, were every step out of the own home increases the risk of an infection. To order the weekly grocery shopping online is not only the safer way now, it’s also the more comfortable and easy way.

The mission of Greenbox is to deliver fresh, healthy, and regionally grown food from local farmers right to your home. Therefore, the most obvious way to offer such a service is to do that in the form of an online shop. In order to provide our customers, the best service and a specific platform for their personal needs, we compared our idea with existing services that also distribute food online. We wanted to see what our competitors were doing good and tried to implement equal or greater approaches. During this process, we also gathered information about what our competitors were not doing perfectly. This forced us to come up with a better solution right from the start. This approach can help us to start our service faster by losing time by performing too many avoidable iteration steps.

We compared our service with four other online food services. We selected three big players and one smaller competitor for the comparison to get a deep insight. Together within the Greenbox team we discussed which criteria we want to focus on in our analysis and agreed on the following eight criteria:

- **Regional products:** As our mission is to offer only regional grown goods the aspect of regionality of the provided products is the most important criteria for us.
- **Wide choice:** Wide choice should not be confused with large selection of the same products (for example 3 different kind of cherry tomatoes). With this criterion we wanted to rate the regional choice of foods, so if for each type of fruit or vegetable a regional choice is offered. Of course, only for the products which are possible to be grown in Germany.
- **Connecting to producer:** We want to raise the awareness of the importance of sustainable diets to our customers. Therefore, our vision is to give the product a certain value by offering transparency. The origin of the goods and how they were produced is the becomes important information.
- **Prices:** Our target is not to offer the cheapest choice on the market. However, since we don’t have retailers in between, less transportation and no brands behind

our products we want to offer fair prices. The focus is on the price of the product, not on transport, marketing and retail.

- **Delivery conditions:** As our brand name already indicates, we offer a green service also our delivery should be green. We bring our delivery with bikes and in sustainable packaging.
- **Payment:** This criterion should not indicate on how many different payment options are offered, but the innovation in the offered options. None of our competitors offers an option which we call “monthly billing”.
- **User experience:** We as a customer-oriented company want to add a certain value to the lives of our customers with our service. Therefore, the usability of our service product should be exponentially better than the offered one of our competitors.
- **Additional Service:** As explained, we want to grant a better service for our target group than our competitors. We are offering additional services such as: office delivery, monthly membership with benefits and much more. In the table below an overview of the rating is provided:

CRITERIA	greenbox	Regio-Delivery	Bringmeister.de	REWE	amazonfresh
Regional Products	✓	✓	✓	✓	✗
Wide choice	✓	✗	✗	✗	✗
Connecting to producer	✓	✓	✗	✗	✗
Prices	✓	✗	✓	✓	✗
Delivery conditions	✓	✓	✓	✓	✗
Payment	✓	✓	✓	✓	✗
User Experience	✓	✓	✓	✓	✗
Additional Service	✓	✗	✗	✗	✗

Figure 1 Competition Analysis

3.2.Journey from Skateboard to Car Model

3.2.1. Skateboard Model Description

As a start-up company we consider all the parameters of a cost structure and want to gather the potential customer awareness. WhatsApp is both a popular messaging platform as well as a costless marketing tool, so we decided to start advertising via a WhatsApp flyer. This flyer is like a booklet that contains the information of our brand as well as our product and services. We also listed all food products with a product ID and price according to quantity, this enables the user to simply place an order via message or call. Moreover, the customer can pay cash when we deliver food to their door.

Qualitative Interview: To test this skateboard model, we conducted a qualitative interview. In this interview, we asked for the user's opinion regarding the WhatsApp flyer. Many users said that it has limited information. Also, customers couldn't tell if it was an active flyer or an outdated one. So, in conclusion we discovered that most of the users don't pay attention to these types of marketing strategies and think that it is not a reliable source of information to place an order.

3.2.2. Car Model Description

After getting feedback from our potential users, the Greenbox team discussed how to improve our business marketing and ordering tool. We decided that it should have up-to-date information, farmer profile details, food product information, pricing with quantity, delivery/pick-up services and a payment method in addition to the other standard elements of a modern website. Therefore, we landed on the conclusion that we needed to create a website which will have all the functionality and features seen in most reliable sources of online shopping available today. Please refer to attachments for more details.

A. First Version of Website

To start the first version of our website, we presented the company vision in an illustrated form on a home page where we depicted the whole product chain process of our business – as Greenbox are the bridge between the farmer and a customer. We want to establish transparency in our business and that we are hiding nothing from the customer. The user can register for the first time with the basic personal details as well as log in on the home screen. The user credentials are entirely safe as we don't sell these confidential data to the third-party, due to the policy of our company. After login the user can access his/her account, can view purchase history, and can shop further. At the bottom of every page, we provide our contact details, social media links, newsletter subscription, delivery hours, pick-up stations, packaging as well as current info about supply and services.

We designed the website according to grid layout where we outlined each grid as an individual category. Our main categories are – fruits, vegetables, dairy products, meat/fish, our providers, and co-operation. To start with the fruits screen – we structured the layout in a way that attracts the user attention in a most efficient way. If a user clicks on one particular fruit product, that opens up in a new page which will then have all the details of that product such as product history, diet, nutrition, farmer description, contact info, production region and so on. In this way customer also aware of the product from where it was harvested. We also provided the rating and feedback functionality on every product – In this manner, farmers will also get to know the quality of their product directly from the customer. This will motivate and help farmer to work upon their crop. Similarly, we designed the vegetables, dairy product, and meat/fish web pages so that all age groups can access the website easily. This also embraces the overall user experience of our website. Furthermore, our providers screen also has same design layout to maintain the consistency of the entire website. In that web page user can access the individual farmer background history, contact info, varieties of production etc. This imparts the feeling of connectivity to regional farmer, as this is one of the goals of our company. In co-operation screen user can see who others are supporting us to establish a greener environment.

- **Website Usability Test:** We wanted to improve our website according to customer needs, so we decided to conduct a usability test of our first version. Here we asked questions to validate our website, to find any issues with complex flow, to get the overall user experience as well as what features can be improved and added. We received positive feedback from our potential users. They liked how it was structured and also came up with suggestions to add more functionality and features, which helped us a lot. They suggested to have a multiple payment options, customized box, membership subscription and so on.

B. Final Version Website

In our final version we improved our website a lot, which you can see in our attachments. The updated website has a membership subscription. This membership subscription has several benefits according to the category such as Basic membership allows user monthly payment of the ordered food stuff plus free pick-up of the box at DHL stations. The gold membership covers all the services from basic and platinum plus have home delivery benefits. Platinum membership has the advantages of basic as well as includes the cooling box services. Another added feature is a customized box where the user can select any pre-customized box and exchange food items in it according his/her diet requirements. The box has five different options to choose such as Fruits box (cost 15,99 euro), vegetable box (cost 12,50 euro), Meat/fish box (cost 22,10 euro), mix box (cost 17,50 euro), and raw food box (cost 12,30 euro).

To make it more flexible for the user, we streamlined the checkout process where we implemented a straightforward three stages to place an order. The very first stage is to register a delivery address, second stage is to choose payment option, third stage is to fill the payment details. Additionally, we offer several payment options such as credit card, debit card, PayPal, net banking and cash on delivery. Customer can easily order and securely pay for it without any hassle. To proceed further, we also display the co-operation details on our website where user can look at the other businesses who are supporting us. We wanted to provide the transparency between the customer and supplier, this is the credibility of our business.

3.3. Marketing

Establishing a business is not easy, and to promote our business we required the right strategies to market. We thought about several aspects while considering these strategies. For example how to convey our message to the right audience the right way so that they understand our business goals. For that purpose, we started our business advertisements via e-mail advertising campaigns, WhatsApp flyer, and social media platforms, like Facebook, Twitter, Instagram, LinkedIn, Google and YouTube. These advertising sources have the potential to boost our business and increase the traffic on our website. Furthermore, we submit an article to online free advertising authorities to deliver our business memorandum to the specific customers in our region. In this way, both the farmers and the consumers can identify our intentions and can rely on us. We also worked on our website google search engine optimization keywords, which makes it easier for the potential customer to find us on internet. Additionally, we offer a yearly membership subscription which builds the relationship as the customer becomes like a member of our company. The customer also gets extra benefits of becoming a member like special holiday discounts on particular food items, rewards and birthday box gift.

3.3.1. Logo, Image and Branding

Greenbox has gone through several rounds of name and logo changes based upon customer feedback as well as the instincts of the team about how we wanted to position our company. The original name “GreenXpress” was generated from the idea that we are a “green” service (low waste and low energy consumption) so it was fitting to include that in the name. “Xpress” was added to the name to convey our role as a delivery service. This was in the early days of the company, when we were still operating under the idea that part of our business model would be getting the produce to our customers as fast as possible. Additionally, the script font of the original “GreenXpress” logo reflects the motivation of being “express,” as it looks like it was written by someone in a hurry. After several rounds of outside feedback (from our peers,

customer base and insights during team brainstorming sessions) we discovered that GreenXpress might be sending an “un-green” message of prioritizing speed over sustainability. It’s for these reasons that we decided to go back to the drawing board and come up with new branding for ourselves.

We relied on the intuitiveness of our customer base and let them choose between three different new names: “GreenXpress,” “Greenbox,” and “GreenCart.” The feedback was clear that Greenbox was something the customer base saw being more easily tied to our service and mission. Due to these results, the company rebranded itself to Greenbox. The Greenbox logo kept its original colors of light green and dark green. However, because we were no longer an “express” service and had a better idea for who our customers would be, the team created a logo that was meant to feel a more premium and more aesthetically calm and composed. To elevate that “box” was a major part of our service, that word was created to look like it was literally inside of a box. Additionally, in keeping with the “green” motif, the “g” is stylized with a leaf, symbolizing our enduring connection to the natural world.

In summary, the Greenbox branding evolved over the course of many business iterations, customer research and brainstorming sessions over how best to convey our image and message to the world. We hope that for our customers, this logo will become synonymous with reliable yet sustainable access to fresh produce and their community.

4. Business Model

4.1. Business & Revenue Model

4.1.1. Business Model

The Business Canvas Model of any Organization is the ‘Strategical approach’ which demonstrates how business is established. The idea of Business Model Canvas (BMC) is to visualize the business model and a startup idea. It is the way to test whether business idea makes sense or not. In simple meaning, without going into real world and instead of investing money to establish business, Business canvas model can be used to test its functionality, iterations, feasibility, and market response. ‘Greenbox’ business canvas model is also similar to the standard models. It consists of 9 blocks where each of the block contains different segments. Also, each of the segments are distributed in terms of business requirements.

4.1.2. Revenue Model

The profitability of any business is directly depending on the revenue generation. Greenbox can generate revenues out of the margins and services provided to customers, addition to those revenue stream components, there is one more idea which is useful and interesting to implement for the ease of customer and provider. Greenbox is offering yearly membership subscriptions to the customers, depending upon the services, various charges are defined, which are as following:

- Basic Membership Card – 8.99 Euros
- Gold Membership Card – 15.99 Euros
- Platinum Membership Card – 22.99 Euros

4.2. Logistics

Greenbox aims to minimize Co2 emission to be reduced by some extent. In order to establish its goals, long distance transportations are eliminated. Since Greenbox is planned to initialize in Munich (Germany), local food products have to deliver to customer, so there are following two types of logistics which must be implemented to give satisfactory services to customers:

- A. From Farmers to Warehouse
- B. From Warehouse to Customer (Home Delivery)

Greenbox came with an idea to deliver the fresh food to the customers with the usage of bicycles. This is still a big challenge to bring raw foods from farmers to the Greenbox warehouse. In the first scale, Greenbox is asking farmers to deliver food (Vegetables/Fruits/Dairy Products/Meat etc.) to warehouse in given time slot. But problem comes when farmers don't have their transportation mode. So, it has decided that initially logistics tie-up with Uber or rental vehicles can be used, also investment can be raised up for logistics and carbon footprint. Alternative of that, one more idea can be implemented, i.e. Using e-trucks for the delivery to customer and picking up the food from farmers to warehouse. Municipality and Environment sustainable department may be interested to implement such ideas so Greenbox is seeking for sponsorship for its initialization and successful establishment.

4.3. Cost Structure

Cost structure for a business startup is an important aspect as it defines the range of services and varieties which one can offer. So, optimization of cost structure and minimizing the cost can lead to more profitability. Greenbox is estimating to face following fixed and variable costs in future keeping value preposition in mind:

Table 1 Cost Structure Analysis

S. No	Cost type	Description
1	Set-up (Initial) Cost	System setup for Contacting various Farmers, Large Inventory set-up, Reusable Boxes for packing purpose, Deep Freezing/AHU/Duct system for products to store (Also its maintenance cost)
2	License Cost	Single time license cost for business setup and then commercial taxes on running business
3	Inventory/Storage Cost	Rent for a storage area of products including miscellaneous costs
4	Packaging Cost	Cost for Coolant/ wrappers/printing etc. Payment to warehouse staff and scrap
5	Pick Up Station Cost	Various pick up stations to return the empty reusable boxes
6	Advertisement Cost	Flyers, Newspapers, Banners & Charges to promote the service through different online website
7	Creation & Maintenance of Website/Mobile App	Online website and Mobile App to sign-up, check the availability of product & price and then adding into cart to order (Pick and Save)

8	Logistics Cost from Farmer to Warehouse	Option a – Tie-up with Uber Option b- Electrical trucks
9	Delivery Cost	Payment to delivery boys on successful of each delivery to customer

4.4.Finance

Greenbox initialization is possible only if all required funds can be raised for its successful implementation. As of now, for Business startup, personal fund raising, Insurance, Loans, Sponsorships etc. are the primary key factors which can be involved. For long term vision, Various strategies can be applied. One of the major aspects to grab the marketplace is to get the customer trust and their satisfaction (Customer Segments). Greenbox tends to grow higher in near future with its value preposition, and financial segments like cost structure, profitability & balance sheets can be optimized with increasing number of customers and their trust towards the brand ‘Greenbox’.

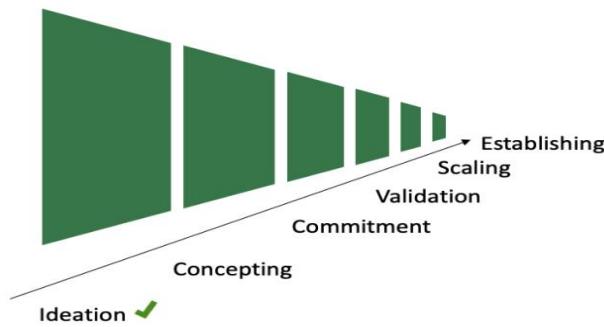
4.5.Risks

Risks in business start-up or in running business is a common term which is used very often. But when there is no risk, there are no chances of Innovation. In the endless journey of Entrepreneurship, from idealizing the thoughts to modelling, Prototyping, Designing, Initializing & Successful running business, even after that risks are the part of business model. Setting up Greenbox is a risk in terms of Investment & occupying place in market (Customer trust and Brand value). In order to avoid severe risks of Greenbox business model, prototyping & testing are done in each MVP. In the journey of evolution of final business model, various surveys, customer feedback, brainstorming and optimization are done in each step and every prospective of ‘Greenbox’.

5. Current Status and Outlook

The founding process of a company can be also separated into certain phases like known from project management or product development. To visualize our status, we decided to show it within the chart below:

Figure 2 Ideation



The given report is a summary of our first founding phase “Ideation”. We have set-up a team of four skilled, motivated, and young people who are ready to start. We developed a scalable service idea which gives a certain value to our target market. Research work, competition analysis, surveys and interviews were done to get deeper insight into the topic and to understand the need and thoughts of our customers. In addition, we established a website prototype to start the iterative improvement process of it. Also, first cost structure ideas were calculated to set the basis for the next steps.

All in all, we are ready to sharpen our idea into a real product and to manage the upcoming challenges. We are ready to transform our mission into a green service which connects our customers with local farmers. We want to start as soon as possible giving people a sustainable and green choice for their grocery shopping of fresh and healthy goods.

6. Bibliography

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7. Attachments

S. No	Description	Page No.
1	Pitch 1	15-16
2	Pitch 2	16-19
3	Prototype	20-24
4	Usability Test	25-25
5	Questionaries & Surveys	26-34

**WHAT GREEN XPRESS DOES**

People want to make sustainable food choices.
Green Xpress will give them that choice.

We're killing the earth. It's resources have been overtaxed by 150% every year since the 1980's.

Unsustainable diets contribute to this by creating unnecessary waste, carbon emissions and soil depletion.

This is due to

- Disconnection between consumers and local farmers
- Farmers lacking the tools to self-promote or sell
- Finding local produce is hard/inconvenient because there is no link between farmer and consumers.



GREEN XPRESS

COMPANY PURPOSE & PROBLEM

01 OF 04

**A GREEN SOLUTION**

Connecting YOU to farmers the sustainable way.

We give people a sustainable solution. We only offer food that is grown in our region. We give our customers more awareness. We cut down carbon emissions due to less transportation.



YOUR LOCAL FARMER
A long-standing member of the community who needs a way to sell his product.



FRESH PRODUCE
Super fresh and tasty, variety of in-season fruits, vegetables and other homegrown goods



GREEN XPRESS DELIVERY
Green Xpress gathers produce into packages to be delivered to your home, office or preferred pick-up location.



YOU
Get fresh, local produce, support the community and become a part of the sustainable food revolution

GREEN XPRESS

SOLUTION & MARKET

02 OF 04

WHY GREEN XPRESS STANDS OUT

Fresh, local delivery
is the new way of grocery shopping

CRITERIA	Green Xpress	Regio-Delivery	Bringmeister.de	REWE	amazonfresh	
Regional Products	✓	✓	✓	✓	✗	Qualified
Wide choice	✓	✗	✗	✗	✗	A little qualified
Connecting to producer	✓	✓	✗	✗	✗	Not qualified
Prices	✓	✗	✓	✓	✗	
Delivery conditions	✓	✓	✓	✓	✗	
Payment	✓	✓	✓	✓	✗	
User Experience	✓	✓	✓	✓	✗	
Additional Service	✓	✗	✗	✗	✗	

GREEN XPRESS

COMPETITION

03 OF 04

WHAT WE OFFER

Green Xpress
is a sustainable ecosystem for
fresh food delivery



Our current food system
neglects farmers,
communities and the integrity
of our food.

Unsustainable diets are
causing a litany of issues
world-wide. Green Xpress
wants to reverse these
trends.



Green Xpress will build
connections between
food-eaters and food-producers

Our plan creates less waste +
carbon emissions, less worrying
about where your food is
coming from.

We'll employ modern solutions
to reach as many people
because our goal is to bring
fresh produce to everyone.

GREEN XPRESS

VALUE PROPOSITION

04 OF 04

**Thanks
a bunch.**

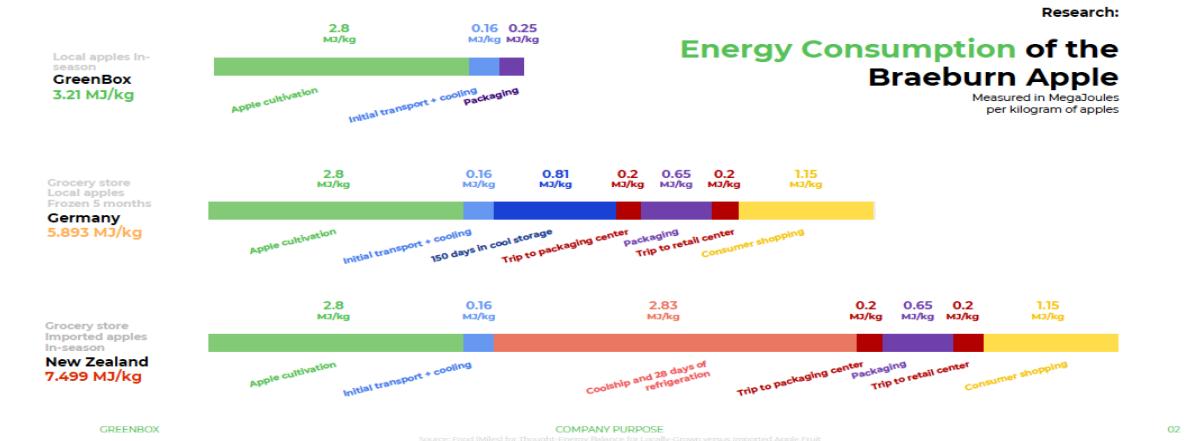
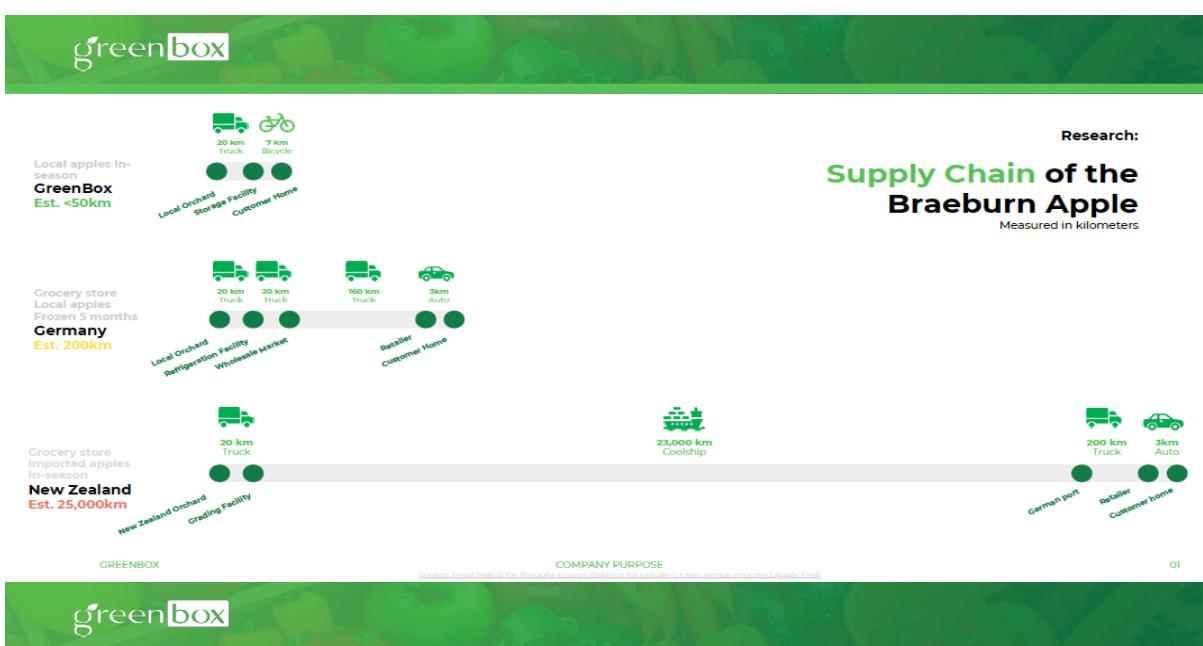


GREEN XPRESS

THANKS FOR WATCHING!

THE END

2nd pitch:




Real feedback
What potential customers think.

Top answers:



**"Sustainable, fresh food is (very) important to me.
I only buy regional products from local producers / I try
mostly to buy regional food."**



**"Buying regional products helps to reach
our CO2 targets."**

GREENBOX

COMPANY PURPOSE

03


Real feedback
Why greenbox?


"No continuous offer ..."

"Farmers don't advertise themselves enough ..."

"People are just too lazy to drive to the next farmer ..."



greenbox

GREENBOX

COMPANY PURPOSE

04



greenbox
Better. Food. Awareness.

Order the fresh food directly from farmer
Locally grown & Organic

You just need to place an order with product ID and quantity
We deliver to your preferred Location
Just pay cash when we deliver food to your door

We are looking forward to start our journey with you as one of our first customer

Shop Now! **Whatsapp or Call**
+49 173 17634883

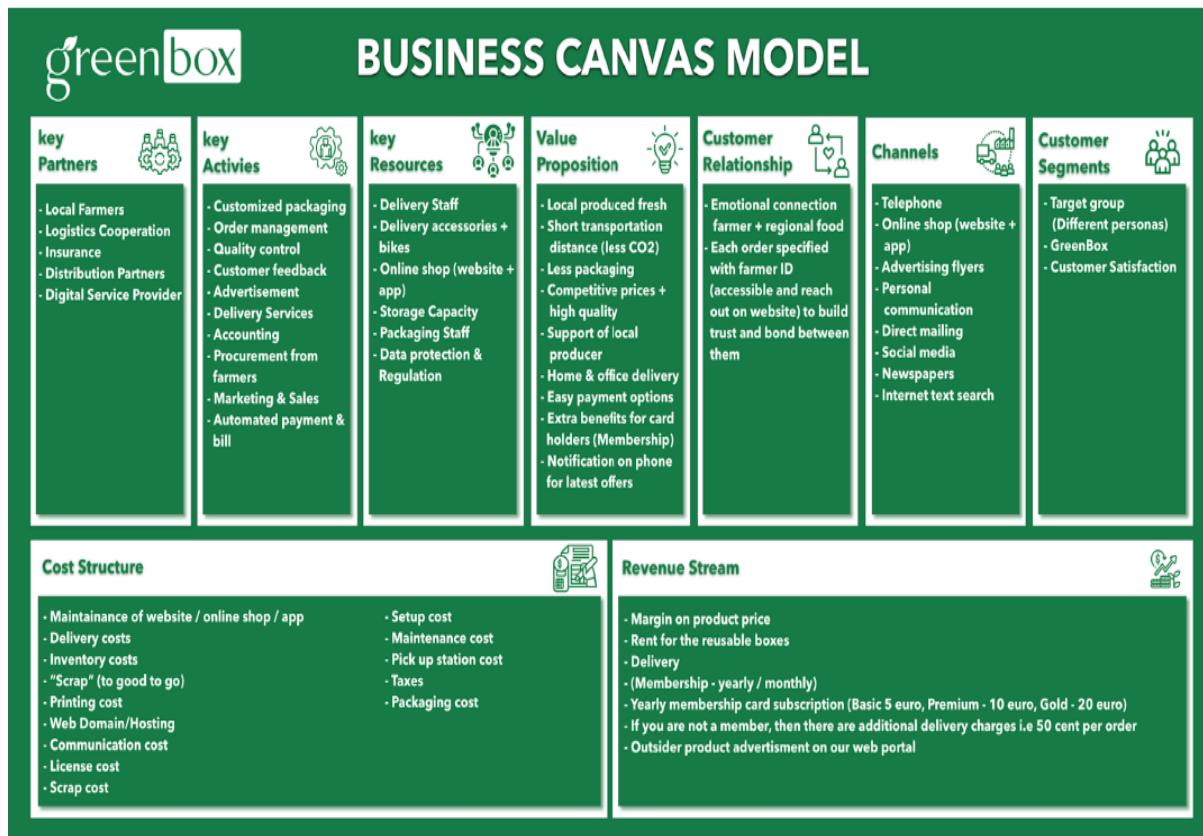
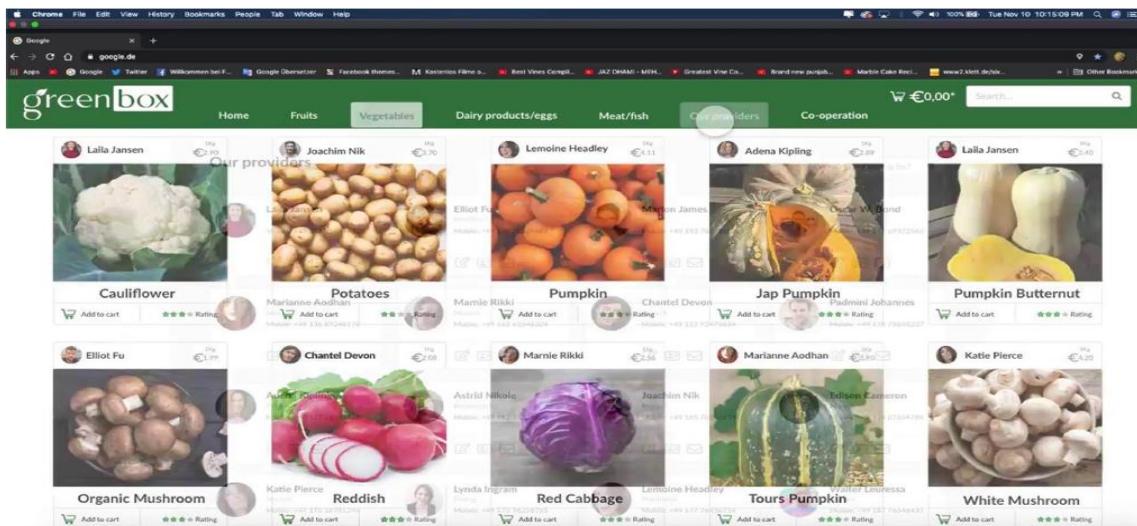

Skateboard Model
Whatsapp Flyer

- Create Awareness
- Booklet of products
- Start getting first order
- Minimalistic cost structure

GREENBOX

WHATSAPP FLYER

05





greenbox
Better. Food. Awareness.

Order the fresh food directly from farmer
Locally grown & Organic

You just need to place an order with product ID and quantity
We deliver to your preferred Location
Just pay cash when we deliver food to your door

We are looking forward to start our journey with you as one of our first customer

Shop Now! WhatsApp or Call +49 173 17634883

Product	ID	Quantity	Price
Ester Apple	ID: 1123	1kg	€ 2.90
Ester Apple	ID: 9846	1kg	€ 6.00
Strawberry	ID: 1327	1kg	€ 3.89
Red Cherry	ID: 3323	1kg	€ 2.90
Blue Berry	ID: 1103	1kg	€ 5.90
Conference Pear	ID: 1087	1kg	€ 3.94
Ester Apple	ID: 1123	1kg	€ 2.90
Water Melon	ID: 1534	1kg	€ 2.90
Potatoes	ID: 1487	1kg	€ 1.80
Pumpkin	ID: 9439	1kg	€ 3.90
Cauliflower	ID: 1484	1kg	€ 2.90
Pepper	ID: 1390	1kg	€ 1.99
Radish	ID: 1493	1kg	€ 1.90
Lettuce green salad	ID: 1987	1kg	€ 2.90
Savoy Cabbage	ID: 1138	1kg	€ 3.39
Zucchini	ID: 1046	1kg	€ 4.02

WhatsApp Flyer

Membership Type	Price	Features
Basic Membership	€ 8,99/Year	<ul style="list-style-type: none"> ✓ Monthly payment ✓ Free pick-up at DHL stations ✗ No cooling box ✗ No home delivery
Premium Membership	€ 15,99/Year	<ul style="list-style-type: none"> ✓ Monthly payment ✓ Free pick-up at DHL stations ✓ Cooling box included ✗ No home delivery
Gold Membership	€ 22,99/Year	<ul style="list-style-type: none"> ✓ Monthly payment ✓ Free pick-up at DHL stations ✓ Cooling box included ✓ No home delivery

Membership Subscription webpage

The screenshot shows the greenbox website's home page. At the top, there's a navigation bar with links for Home, Fruits, Vegetables, Dairy products/eggs, Meat/fish, Our providers, Co-operation, and Box. A shopping cart icon shows €0,00. On the left, there's a diagram titled "Our Vision" illustrating the delivery process: Place order → Regional Farmers → GreenBox Delivery (via Bike) → Office Delivery → Pickup Station. On the right, there's a login form for "Your GreenBox!" with fields for Username, Password, and checkboxes for Remember me and Forget password. Below the form is a map with a red pin.

Home page

The screenshot shows the greenbox website's fruits page. The top navigation bar is identical to the home page. The main content area displays a grid of fruit images and names: Elstar Apple, Apple Gala, Jonagold Apple, Pinova Apple, Zari Apple; Mirabelle Plums, Chantel Devon, Comice Pear, Mariane Andrian, Katie Pierce; Blue berry, Grapes, Lemonie Headley, Conference Pear, Plums; Sweet Red cherry, Strawberry, Raspberry, Water Melon. Each fruit item has a "Add to cart" button and a rating section.

Fruits Page

The screenshot shows the greenbox website's product description page for the Elstar Apple. The top navigation bar includes a link to "Fruits > Product Description". The main content area features a large image of Elstar Apples, the name "Elstar Apple", the price "€ 2,90/1KG", and a "Diet: Gluten Free, Lactose free, vegan, vegetarian" note. To the right, there's a "Description" section with detailed text about the apple's characteristics, flavor profile, and history. The text mentions it's one of the most popular apple varieties in Germany, particularly suitable for baking, and notes its distinctive marbled skin and underlying golden yellow color.

Elstar Apple Fruit Product Description

A screenshot of a web browser displaying the greenbox website. The page shows a product review section titled "Comments". It lists several reviews from users like Eliot Fox, Helen Troy, Jeremy Hess, Joe Henderson, and Justin Kittine, each with a small profile picture, a rating (from 1 to 5 stars), and a timestamp. The reviews are as follows:

- Eliot Fox: 5 stars, 1 year ago
- Helen Troy: 5 stars, 2 days ago
- Jeremy Hess: 5 stars, 2 days ago
- Joe Henderson: 5 stars, 1 year ago
This is a great product to carry every day. I like the real fresh taste of apple, (not the tasteless packaging, apple has the juiciest taste)
- Justin Kittine: 5 stars, 8 days ago
- Mark: 5 stars, 10 days ago
I have been using this product for a few weeks now and I am very happy with it.
- Mark: 5 stars, 10 days ago
This has been very useful for my research. Thank you as well!
- Jeremy Hess: 5 stars, 11 days ago
Thank you are always on right :)
- Joe Henderson: 5 stars, 12 days ago
Great fruits to measure. Thanks so much

At the bottom left, there is a button labeled "Up" and "Add reply".

Rating on particular product

The screenshot shows a grid of 16 product cards on the greenbox website. Each card includes a small image of the produce, the name, a brief description, and a 'Buy now' button. The categories shown are: Cauliflower, Potatoes, Pumpkin, Pumpkin Butternut, Organic Mushroom, Reddish, Red Cabbage, Tours Pumpkin, Savoy Cabbage, Lettuce green salad, Zucchini, Sweet potato, Pepper, Joachim Nilk, Lemoine Headley, Adena Kipling, Marianne Aedhan, Katie Pierce, and Elliot Fu.

Vegetables page

Our providers		Who are you looking for?	
	Laila Jansen Fruit Mobile: +49 152 21664971		Elliot Fu Fruit Mobile: +49 178 76326687
	Marianne Aadhan Fruit Mobile: +49 136 8726178		Marnie Rikki Fruit Mobile: +49 142 63546324
	Adena Kipling Fruit Mobile: +49 167 16221768		Astrid Nikole Fruit Mobile: +49 162 57324674
	Katie Pierce Fruit Mobile: +49 176 16761244		Lynda Ingram Fruit Mobile: +49 175 96238765
	Marion James Fruit Mobile: +49 193 76532167		Chantel Devon Fruit Mobile: +49 152 93476634
	Padmini Johannes Fruit Mobile: +49 176 76648237		Joachim Nik Fruit Mobile: +49 162 76552474
	Edison Cameron Fruit Mobile: +49 179 87542784		Leomeine Headley Fruit Mobile: +49 177 76456794
	Walter Leuressa Fruit Mobile: +49 187 87546437		

Our provider page

The screenshot shows a detailed view of a farmer profile. On the left, there is a circular profile picture of a woman named Laila Jansen. Below the picture, her name is displayed in bold capital letters. To the right of the picture, there is a section titled "Detail" containing text about the farmer's background and business. At the bottom of this section, there are three contact information boxes: one for LinkedIn, one for email (laila.jansen22@gmail.com), and one for mobile phone (+49 152 2168971).

Farmer Detail

The screenshot displays a grid of nine boxes, each representing a different co-operation partner. The partners listed are: EURO ORGANIC Technologies Private Limited, Landgard, Deutsche Welle radio & tv international, Hello FRESH, Non GMO, Sustainable Company powered by FAMAB, DAUERFLORA, RENEWABLE CARBON INNOVATION CO., and CONNECTIVE CITIES. Each box contains a logo, the partner's name, and a "Learn more" button.

Co-operation details

The screenshot shows a section titled "Choose Your Box". It displays five different types of boxes: "Vegetable Box", "Fruits Box", "Mix Box", "Raw Food Box", and "Meat/fish Box". Each box is represented by an image showing the contents (e.g., vegetables, fruits, meat) and a "greenbox" logo. Below each image, the box type and price are listed (e.g., €12,50 for Vegetable Box). Each box has a "Select" button at the bottom.

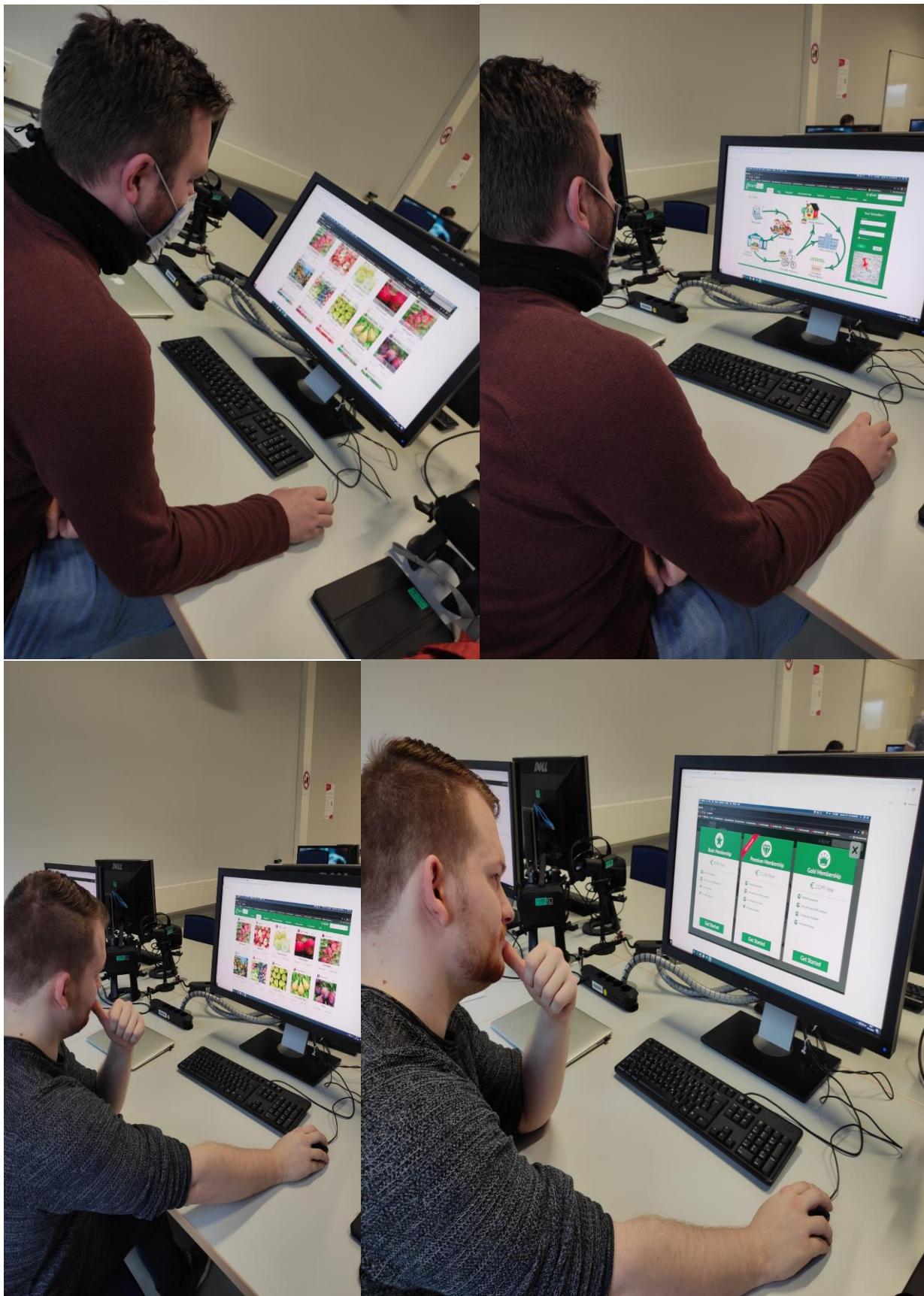
Select customizable box

The screenshot shows a product grid for fruits and vegetables. On the right, a shopping cart summary is displayed for an "Eistar Apple" in a "Small Box" at €0.99, with a subtotal of €3.89. Buttons for "Checkout" and "Edit Shopping Cart" are visible.

Add to cart

The screenshot shows the "Payment method" step of the checkout process. It consists of three steps: 1. Your Address, 2. Payment option, and 3. Place details. Step 1 has fields for First Name, Last Name, E-mail, Street and Number, Postcode, Place, and Germany. Step 2 lists payment options: Credit Card, Debit Card, Paypal, Net-banking, and Klarna. Step 3 has fields for Card holder Name, Card Number, Expiry Date, and 3-digit Code. A "Place Order" button is at the bottom.

Payment method





Interview for Entrepreneur Coaching Project "GreenXpress – better. food. awareness."

Name: Gunter Berger

Age: 55/Male

Date and time: 18 November, 2020. (11:00 am)

Interview taken by: Cyandan Manat

Question 1:

We offer an online shop for regional food from farmers nearby.

What functions do you wish for in the website?

What information do you want to know from the products and producers compared to other online shops? (e.g. Alerts when a specific product is reduced and available again, Preselected shopping list, only need to go there and place weekly order which can be set up)

Answer — I am glad to know that I can get regional food at my home, and this is going to be a new experience for me. I think, I should access the website and order the things what I want at single glance. Website should be easy to access and without other advertisements (to avoid confusions). I want to know the product variety and price on website. Information of farmer is not an important part for me. Also, getting notifications for offers is good for me.

Question 2:

If there is the possibility to get our service once per week (to get regional food to your home) would this be an option for you? Is it something you miss at the moment? What would you pay for it?

Answer - Although I have my own car, I usually visit to supermarkets to buy food items, yet if I can get fresh food at home (with cheaper price), gonna be a nice experience for me. And often I pay to ebay & Amazon for online products, so the if it costs me little to deliver food at my home, I am ready to pay.

Question 3:

How do you feel about your grocery shopping now? Do you feel better if you buy "good food" for example at a local farmers market? Would you feel better if you could order regional products and get it in a green way like from our website?

Answer - I always prefer to go to groceries for shopping, and I find it good as I can choose the products among varieties. I really want to give a try for fresh food products, which I can get at my home directly from local producers (farmers). Definately, I will be happy to have such services which promotes greenery & sustainability.

Interview for Entrepreneur Coaching Project "GreenXpress – better. food. awareness."

Name: Liam

Age: 30

Date and time: Friday, November 20, 2020

Interview taken by: Megan Smith

Question 1:

We offer an online shop for regional food from farmers nearby.

What functions do you wish for in the website?

What information do you want to know from the products and producers compared to other online shops? (e.g. Alerts when a specific product is reduced and available again, Preselected shopping list, only need to go there and place weekly order which can be set up)

I would be interested in this service if it were like an "Amazon" website for fresh food.

I would also be interested if there was an option to save money by purchasing from farmers that are closer to my home, therefore saving on my delivery costs.

If I know where the farmers are, maybe I'll just stop by and pick up the food myself? Especially if it were on my way to work.

It would be interesting to know what's seasonal.

I would like the option to not have any packaging at all. If I leave something out on my doorstep, you could just dump the food in there. Or have an reusable box or bag (like the Edeka bags you buy once and use again.) Somehow eliminate as much waste and plastic that usually comes along with grocery products as possible.

Question 2:

If there is the possibility to get our service once per week (to get regional food to your home) would this be an option for you? Is it something you miss at the moment? What would you pay for it?

I'm not interested in a subscription service. I feel like with a weekly service, a lot of the food I get won't be used and it will just go into the trashcan. I'd rather do this on demand and order the food when I feel like it, or when something I like is in season. I don't want to be eating apples or whatever every week.

I would be willing to pay 10% more than the grocery store food for this type of service. It would only be worth it to me if it were marginally more expensive.

Question 3:

How do you feel about your grocery shopping now? Do you feel better if you buy "good food" for example at a local farmers market? Would you feel better if you could order regional products and get it in a green way like from our website?

I do feel better when I buy good food, or local food. Buying grocery store vegetables doesn't bother me. Buying grocery store meat does bother me, because who knows where it came from?

The most interesting thing to me about ordering regional products is that I'd get info that I don't get from the grocery store. Like where the food came from, what region and what kind of processing, fertilizers or pesticides went into it.

Interview for Entrepreneur Coaching Project "GreenXpress – better food awareness."

Name: Shivedeja Attree

Age: 30

Date and time: 20/11/2020 19:00

Interview taken by: Milly

Question 1:

We offer an online shop for regional food from farmers nearby.

What functions do you wish for in the website?

What information do you want to know from the products and producers compared to other online shops? (e.g. Alerts when a specific product is reduced and available again, Preselected shopping list, only need to go there and place weekly order which can be set up)

The nutrient content, enzymes etc keep on reducing after the vegetable or fruit is plucked or harvested. So I want to know the date on which the fruits / vegetable were plucked from field. Also, I want to know in advance, that on which day farmer will pluck the vegetable/ fruit.

I wish to receive alert alerts for this info. I wish that website makes it easy to understand what fruits/ vegetables are on stock and the price index.

If I set up a shopping list, the app automatically alert alerts if a missing item is replenished.

Scanned with CamScanner

Question 2:

If there is the possibility to get our service once per week (to get regional food to your home) would this be an option for you? Is it something you miss at the moment? What would you pay for it?

Getting the service once per week is not desirable.

I will lose the flexibility and will have to order my weekly demand in advance. Also, I might waste items that I won't be able to consume or they may rot. I would rather say twice a week is more desirable. I am happy to pay a reasonable logistics cost if it is delivered to my home.

Question 3:

How do you feel about your grocery shopping now? Do you feel better if you buy "good food" for example at a local farmers market? Would you feel better if you could order regional products and get it in a green way like from our website?

I am not very satisfied with my grocery shopping now. Yes I will be elected to order online the produce of local farmers. The only concern is price.

The veggies and fruits at supermarkets are competitively priced. So I don't want to pay too much extra money for local produce. If the costs are not too high, I will always buy online from local farmers.

Also, because I cannot see the items before I buy. So I would expect good quality as in pictures.

Interview for Entrepreneur Coaching Project "GreenXpress – better. food. awareness."

Name: Tim Steller

Age: 26

Date and time: 17.11.2020 – 18:30 pm.

Interview taken by: Pia Meier (MAPE)

Question 1:

We offer an online shop for regional food from farmers nearby.

What functions do you wish for in the website?

What information do you want to know from the products and producers compared to other online shops? (e.g. Alerts when a specific product is reduced and available again, Preselected shopping list, only need to go there and place weekly order which can be set up)

Sections (fruits, vegetables, meat, ...)

Name of supplier + distance of production location

Certifications (e.g. „artgerechte Tierhaltung“, B10, ...)

Prices + payment options

Pictures of single product + one picture how packaging looks

Meat: where comes meat from? slater service?

New products for product releases

Push-messages with (discounts, pre-sale, ...)

Question 2:

If there is the possibility to get our service once per week (to get regional food to your home) would this be an option for you? Is it something you miss at the moment? What would you pay for it?

Yes, this would be an option for me.

I would also pay ~ 20-25% more than, in the supermarket.
but including delivery costs!

↙ usually

Question 3:

How do you feel about your grocery shopping now? Do you feel better if you buy "good food" for example at a local farmers market? Would you feel better if you could order regional products and get it in a green way like from our website?

Yes, I would feel better.

- products seem to be healthier and the production was done
in Germany; higher regulations/standards; no cheap crap !!! } 50%

- support of local „industry“ → 25%

- positive side-effect : positive influence on
climate change → 25 %

Green Xpress - better. food. awareness.
<https://testmoz.com/q/6929190>

1. Female/ Male		29	100%
Female		11	38%
Male		18	62%
2. Age			
< 25 years		14	48%
> 25 years X < 50 years		13	45%
> 50 years		2	7%
3. How important is sustainable food for you? Please rate in regard of fresh food (fruits, vegetables, eggs, meat,...)			
Very important (I only buy regional products from local producers)		6	21%
Important (I try to buy mostly regional products)		15	52%
Less important (I buy what attracts me the most price, special offers, appearance, location on shelf, ...)		8	27%
4. Why are you NOT buying from local farmers (e.g. "Hofladen", Weekly farmers market, ...)?			
No continuous offer (only once/ twice per week)		8	28%
Farmers don't have advertising and are therefore not visible for potential customers		12	41%
Farmers only sell expensive products		2	7%
No big variety of products		4	14%
People are just to lazy to drive to the next farmer to just buy potatoes for example		15	52%
Regional products have bad quality		0	0%
5. Are you buying other regional products (e.g. handcrafted products)?			
Yes, I really try to support our locals!		14	48%
No		15	52%
6. Why are you NOT buying other regional products?			
There are no suitable products for me offered in my region		8	28%
I don't know about local producers in my region		21	72%
I don't like the products		0	0%
The products are more expensive compared to the internet		5	17%
7. The price is the most important factor for my choice in grocery shopping.			
True		10	34%
False		19	66%
8. Do you need a offer of 10 different kinds of tomatoes in your supermarket?			
Yes, I am always buying something different (cheaper/ more expensive, big tomatoes/ small tomatoes, BIO/ non-BIO)		0	0%
No, I am always buying the same (cheapest one)		5	17%
No, 2-3 different offers are enough		15	52%
One sustainable option would be enough for me (price doesn't matter)		9	31%
9. Think about your last grocery shopping. How far did your fruits/ vegetables flight to get them to the shelf in the supermarket?			
X < 50 km		11	38%
> 50 km X < 1000 km		13	45%
X > 1000 km		5	17%
10. Buying regional products helps to reach our CO2 targets.			
True		25	86%
False		4	14%
11. What brand name attracts you more?			
GreenBox		13	45%
GreenCart		4	14%
GreenXpress		12	41%

12. Why did you choose this brand name? What are you relating/ expecting to/ from this brand name?

GreenBox

- Recyclable
- Sounds modern and nice
- I choose it because it sounds good.
What I expect is, for example, a box made out of recycled materials with fresh regional products in it.
- Greenbox is cool because all the products are usually packaged in boxes , greenbox gives indication about sustainable products, which is most sought after these days due climate change measures. Hence greenhouse would give positive impact
- Expecting more of farm grown products without the use of any chemicals and gives natural taste and smell.
- Supply fresh products and packed well
- Reminds me of Shopping in a weekly Farmers market, Regional Food (vegetables/fruits) in a Box,
- It's my own Opinion. Sounds good
- It remind food box, also sustainable produce food
- Sounds like gift xD
- Its my favorit.
Reminds me as hellofresh box for example, a box that comes with food, sustainable food.. but only in case what
- are you planning to do is a food delivery box., the other 2 names I dont know exactly what they are, for that reason GreenBox is good if its really a food box..
- healthy food

GreenXpress

- I assume that you are trying to connect farmers and consumers, It should be very fast as in delivery time, Hence I choose GreenXpress relating a faster service between farmer and consumer,
- The products would be eco-friendly and will be delivered at express speeds,
- Names with „Box“ already existing. With GreenXpress impresses me, there would be dynamic and though team behind,
- Shopping to me is getting what I need as fast as somehow possible. Therefore Express is the most attracting to me :)
- Sounds like things are available in a fast way
- I expect a small box or a newsletter that's filled with information about regional producers/products (and where people can find them).
- Express always refers to fast transportation
- GreenXpress sounds cool of all the options, I am expecting a greener method of postage services,
- Fast delivery, good customer service
- The "Xpress" part would probably relate to a faster/efficient delivery time which is very important. Also box and cart seem pretty limited and boring (sorry to the one's that came up with it :)
- Fast and fresh food :)

GreenCart

- Has more of a "farm" connotation to it, emphasizes less CO2 emissions in the name
- Sounds nicer than Greenbox,
Xpress is kind of „standard“ abbreviation... nothing special
- sounds more interesting and attractive to me