

The Business Model Canvas

Designed for: Rooftop Greenhouses

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Date: 04-07-2021

Version: 2.0

<u>Key Partners</u>	<u>Key Activities</u>	<u>Value Propositions</u>	<u>Customer Relationship</u>	<u>Customer Segments</u>
Food Production Companies	Farming on rooftops in the cities.	Sustainable practices implementing the best and advanced way of plant science.	Networking the Local Farms and Food Makers.	Local Farming Communities
Local Super Marche's	Growing food where people live in a sustainable way.	Elastic approach of Farming.	Direct Doorstep delivery from the Warehouse to Customer.	Agricultural Activities
Warehouse owners	Delivery of food baskets by electric cars to address the climate issue.	Reduces the overall cost of agriculture.	Community Visits and Open houses to enhance the facilities.	Concentrating on latest technical advancements on sustainable farming practices
Raw Material distributors	Production as per statistics	Production throughout the year to eradicate the hunger issues.	Membership facility	Food Production Agencies
Logistics and Transportation Agencies	Doorstep Delivery			
Local Community	<u>Key Resources</u>	Reinventing a broken food system with the experts.	<u>Channels</u>	
Non-Profit Organisations	Agricultural Activists		Website	
	Plant Science experts		Marketplace	
	Marketing Team		Blog	
	Food Inspection and QA Team		Facebook	
	Engineers		Instagram	
	Infrastructure specialists		Radio	
	Farming Estates			
<u>Cost Structure</u>		<u>Revenue streams</u>		
Warehouse Maintenance		Logistics and Transportation		
Rooftop Setup		Online purchasing of food baskets		
Greenhouse Instalments		Government funding and subsidies		
Maintaining the Workforce (Production Associates, Food Packers, Farmers, Agriculturists, IT Team, Transportation Team, Supervisors)		Stocks		
Training of the associates and their Induction		Customer Partnerships		
Advertising Costs				
Healthy Environment Set-up (Additional covid measures)				