

On:

Day

Month

Year

Iteration:

No.

Key PARTners

Our key partner is our school, ITI Marconi, which offers us the labs where we work.

Our key suppliers are our hosting service provider (which at the moment is altervista) and grapedrop.com which is the framework we use to develop the front-end

From our school we are acquiring different resources such as electricity, computers and the rooms where we work in.

Key Activities

Our key activities is to offer a web platform from which everyone can consult recipes, upload new ones and buy the ingredients of a specific recipe.

The main distribution channel we use is the web.

We have to build a relationship with our costumer since they help us providing their own recipes. Revenue streams?



VALUE Propositions

We offer a web platform from which our users can consult recipes or upload some new ones. In addition, they can buy the ingredients needed for a specific recipe.

Our platform could help customers with allergies or intolerances, simply by suggesting alternative ingredients that they can eat.

We are satisfying the need to find alternative ingredients for those who suffer of allergies or intolerances, in addition we offer the opportunity to share cooking knowledge and skills by the possibility of uploading new recipes.



Customer Relationships

Our customers don't expect any kind of relationship, we just have to keep our service aviable.



Customer Segments

We are creating value for every web user, especially for those who are into cooking.

Our most important customers are those who help us by providing their recipe.



Key Resources

The main resources we need is the hosting service, electricity supply and internet connection. Obviously the most important resource is our team.

Our distribution channel is the web so is of vital importance a reliable internet connection.

We want to build a relationship with our costumer since the will provide us their recipe.

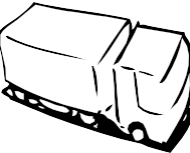


CHANNELS

Our customers want to be reached through a web platform.

We are reaching the by the web.

This kind of distribution channel is the most efficient and it is almost costless.



Cost Structure

The main costs of our business consist of paying the development team, the hosting service and the electricity supply.

The most expensive resource is the development team.

The most expensive key activity is the development of our web platform.



Revenue StrEAMS

Our customers will pay when they will order the ingredients of a specific recipe.

They would prefer paying with a credit card or with PayPal.

