

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

- Proveedores de ingredientes y alimentos.
- Plataformas de tecnología para comercio electrónico y gestión de entregas.
- Nutricionistas o dietistas para asesorar sobre menús y opciones saludables.

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

- Preparación y cocción de comidas.
- Gestión y optimización de la plataforma en línea y logística de entrega.
- Marketing y promociones para atraer y retener clientes.

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

- Cocina equipada y espacio para preparación de alimentos.
- Plataforma en línea y aplicación móvil.
- Red de proveedores de ingredientes frescos y de calidad.

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

- Menús personalizados basados en preferencias y necesidades dietéticas.
- Alimentos frescos, saludables y de alta calidad entregados en la puerta del cliente.
- Opción de suscripción para entregas regulares.

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

- Soporte en línea/chat en vivo para consultas y soporte.
- Programa de lealtad o recompensas para clientes regulares.
- Encuestas periódicas para retroalimentación y mejora continua.

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

- Plataforma de comercio electrónico para pedidos.
- Aplicación móvil para ordenar y rastrear entregas.
- Redes sociales para promociones y comunicación con clientes.

Customer Segments



For whom are we creating value?
Who are our most important customers?

- Personas con estilos de vida ocupados que buscan opciones de alimentación saludable.
- Individuos con restricciones dietéticas específicas (alergias, intolerancias, dietas especiales, etc.).
- Personas interesadas en perder peso o seguir un plan nutricional específico.

Cost Structure



What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

Cost structure: variable costs, fixed costs, semi-variable costs, overhead costs, etc.
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- Costo de ingredientes y materiales de embalaje.
- Salarios y beneficios del personal (cocineros, personal de entrega, equipo de atención al cliente).
- Gastos operativos (alquiler, servicios públicos, mantenimiento de la plataforma en línea).

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

Revenue streams: subscription fees, advertising, etc.
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- Venta directa de comidas.
- Planes de suscripción mensual o semanal.
- Publicidad o asociaciones con marcas relacionadas con la salud.