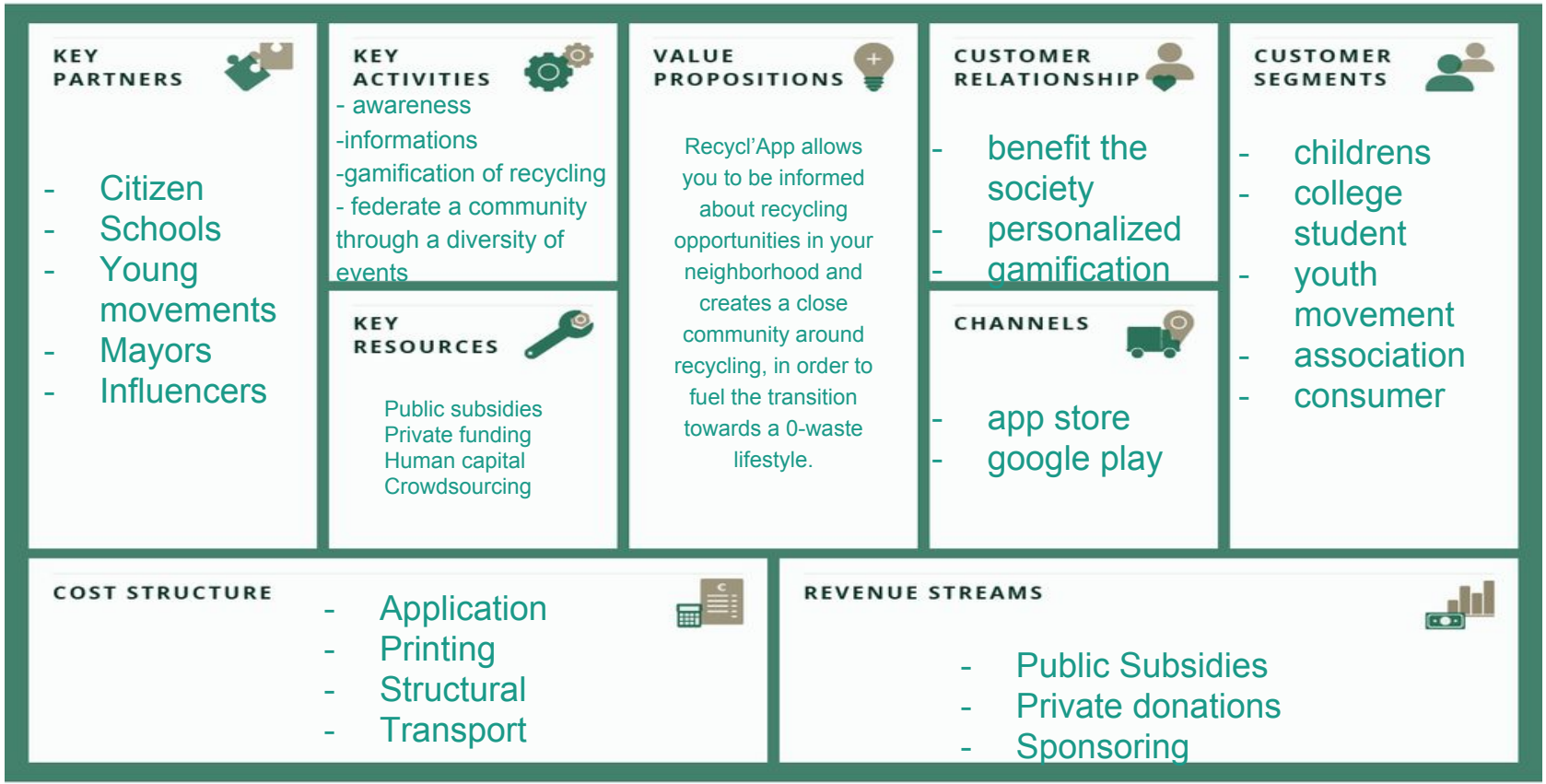
Business Model Canvas

Application's name : ***Recycl'App***
The Kids - Group 37

THE BUSINESS MODEL CANVAS



Key activities

How do we build and federate a community around the issue of recycling ?

➔ By organizing events and projects which have a sens for every member of the community.

Some examples :

What ?	Why ?
Conferences and films screenings about the issues of recycling.	- Informations - Awareness - Encourage creativity
Competitions between schools. A recognition from the mayor and **local authorities** will be attributed to the school which recycle the most each trimester.	- Initiate the good behavior now to the adults of tomorrow
“Jeux concours“ Working with local companies who can occasionally make giveaway for special events to the best recycler of the day Ex : Dinner for 2 for Valentine's Day.	- Raise the number of participants - Good promotion for local companies - Encourage recycling

Also

➢ At the end of the year, every member could make an **original video** to show the results of the community to the world.

Key resources

Public subsidies
- Banque Publique d'Investissement
- PM'up program
- Crédits d'Impôts (CII, CIR)

Private funding
- Venture Capitalism
- Private donations

Crowdsourcing : numerous major projects rely on knowledge provided by its users. Our app will rely on the knowledge of our users about specific recycling opportunities in their neighborhood and other tips & tricks to promote recycling

Human capital : our team is very diverse, in terms of backgrounds, experiences, and education. Together we hold a strong set of skills and insights that will help us provide the right solution to the problem we target.

Fundraising : all major projects rely partly on fundraising to get their operations up and running. It can be an important source to fund the first few operations or investments
- Gofundme
- Kickstarter
- Crowdfunder
- Rockethub

Our value proposition

Recycl'App allows you to be informed about recycling opportunities in your neighborhood and creates a close community around recycling, in order to fuel the transition towards a 0-waste lifestyle.

Customer Acquisition

- **Twitter, Instagram and Facebook** will be an important platform to **reach quickly a large but targeted audience**. we Welan to work with local influencers as a first step to increase our visibility on social media

- Work on **a short and dynamic video promotion.** consider working with experts of this kind of video such as the media Brut.

- **Make a press release** which outlines briefly all the main information
  → This document will be **sent to all the local media**, radio and newspapers and spread by them to gain customers.

- **Build a strong relationship with the local authority** to gain their support, so they can also use their voices on their platform.

Customer Relationship

Values : our application stands for something that most of the segment we target **can identify with**: environmental values

personalized offer: a personal service offering events and activities around you, as well as a daily journal so customers can see the impact of their own consumption.

gamification of the platform: participate in building consumer loyalty.

Identified neighborhood initiatives: users can see how they benefit the society, which strengthen the feeling of belonging to a community, and the will to improve it

Customer Segments

Children: starting in **primary school**, it is important that this part of the population learn the right environmental gestures at the younger ages so it turns out to be almost instinctive when they'll be in age to sort their wastes.

College Student: It is a segment that has shown a lot of interest in having a more responsible comportment. SInce many enviromental associations already exist in most of the colleges, the application would be a great complement for them, encouraging and helping students to accomplish concrete actions

Associations and youth movements: the association that are either commited to the city or to the natural cause are likely to be interested by our application and by the incentives offered on it.

Consumers: They are the firsts concerned by our application, which has the potential to truly help and motivate those who don't know how to help the planet with simple gestures.

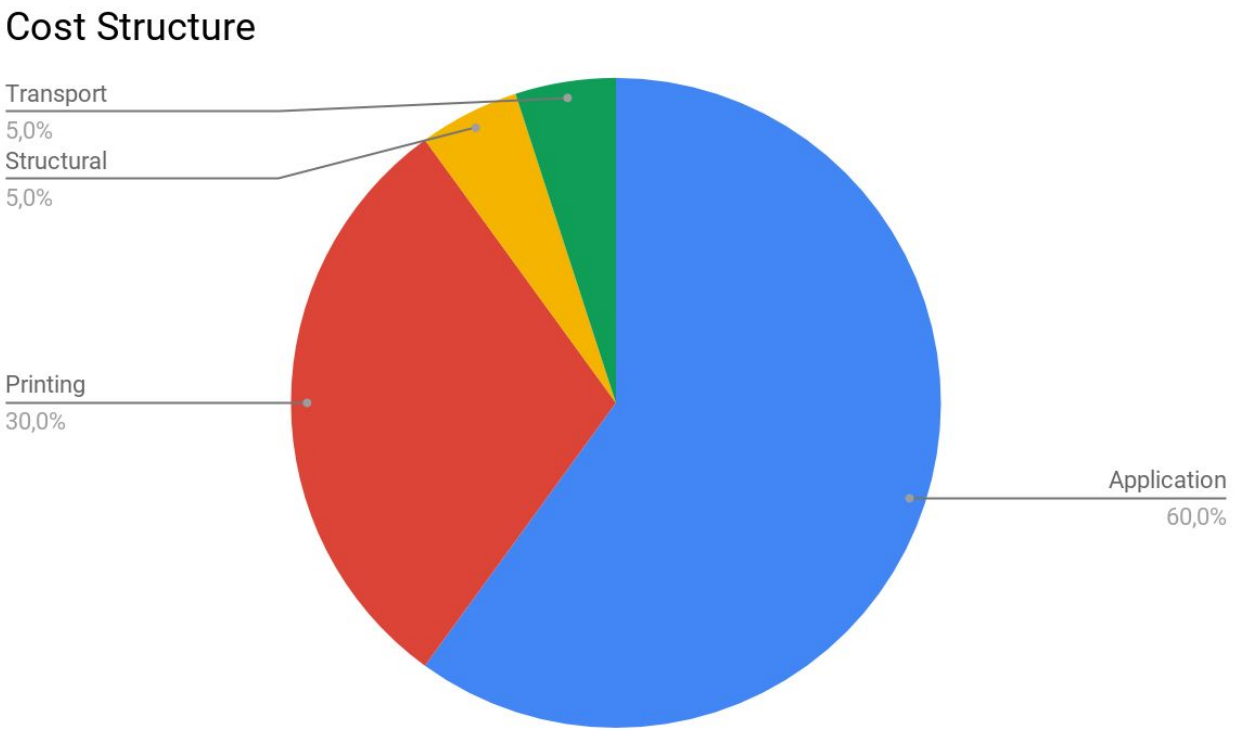
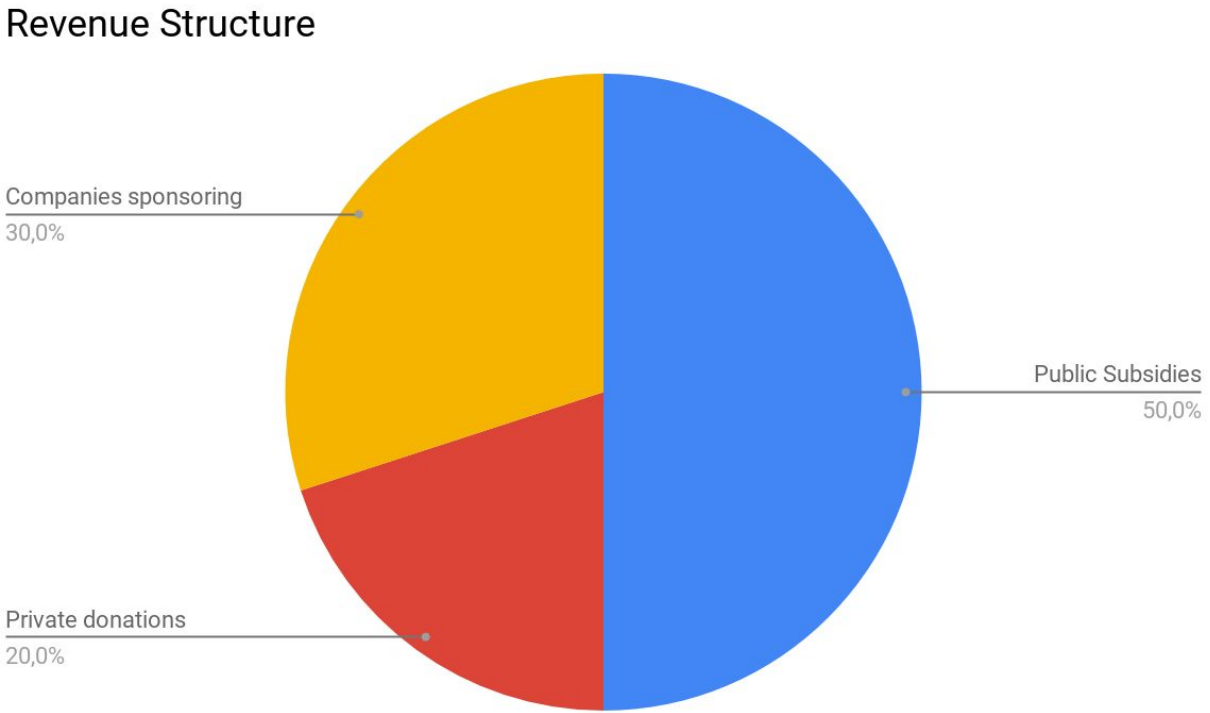
Channels

Recycl'App will be available in the Appstore and Google Play.

Key Partners

	Why ?	How ?
Citizen	• Application designed for them • Potential early adopters of the project • FIrst allies because principal actors of recycling	• How to recycle ? • What would become our products ? • How can I join a community in my neighborhood ?
Public Schools	• Educational power for children • Physical structure to sensibilize the borough	• Relying on motivated teachers • Serious game to teach how to recycle
Young movements	• Easy concrete actions • Already well-structured organizations	• Contacting well-known movements • Give the youth a word to say in how organizing the project • Share new ideas
Municipality	• Good communication partner • Centralised point for all ecological projects • Political legitimacy : our planet, a common good	• Raise each mayor or borough's awareness • Create a ranking between each borough • Political image improved
Influencer	• Powerful communication power • Motivating actor	• Prospection in personalities around the borough

Cost Structure



Revenue Structure