Echo project - Croatia

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Customer Relationships **Customer Segments Value Propositions Key Partners Key Activities** By creating a sustainable online **Developing a unified network of OPGs** Online platform network we would singlehandedly solve the main problem of the most **Connecting market-places with OPGs Physical marketing** The government of the Republic of **OPGs** important production sector in Using marketing strategies to Presence in the main conferences Croatia Croatia Resellers popularize and develop the OPG related to agriculture system **OPG** customers **OPGs** 'Where there is potential, only leadership is needed to turn that potential into destiny' Major resellers and market-places We are using the raw potential of the people we are helping to enable **Key Resources** Channels them to help themselves **OPGs need market outreach Government statistics and** Via platform list of active OPGs Via phone and face to face Resellers and government need domestic production \$ Cost Structure **Revenue Streams** Transaction fees for OPGs and market-places Construction and maintenance of the platform Marketing strategies and day-to-day operations













