

<b>Key Partners</b> <ul style="list-style-type: none"><li>- Ontario Universities<ul style="list-style-type: none"><li>- To get initial student involvement (make the introduction from an institution they trust)</li></ul></li><li>- Eco-friendly brands<ul style="list-style-type: none"><li>-P&amp;G</li></ul></li><li>- Student influencers (dons)</li><li>- Grocery store (signs at the checkout lines to remind users to take their picture and participate)</li></ul>	<b>Key Activities</b> <p>What we need to perform well:</p> <ul style="list-style-type: none"><li>- To start, we will need developers to code our app</li><li>- Once established we can focus on updating challenges</li><li>- We will also need to continuously insure universities are presenting our app to each new year of students</li></ul>	<b>Value Proposition:</b> <p>To introduce people to P2 friendly shopping practices and establish those habits by offering new P2 based shopping challenges every week.</p> <p>We also want students to involve their friends by competing on who can shop the most P2 friendly each week.</p>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>- Friendly and approachable</li><li>- Recommended from a reliable source</li><li>- Use on a weekly basis (every time you go shopping)</li><li>- Become part of a routine for students</li></ul>	<b>Customer Segments</b> <p>Youth(18 – 24):</p> <ul style="list-style-type: none"><li>- University/ college students</li><li>- Transition period of life</li><li>- Moving out for the first time</li><li>- With later stages in growth, we could expand 24 years and older (corporate environment)</li></ul>
	<b>Key Resources</b> <p>Human:</p> <ul style="list-style-type: none"><li>- Developers</li><li>- Designers</li></ul> <p>Financial:</p> <ul style="list-style-type: none"><li>- Sponsor/Partner Companies</li></ul>		<b>Channels</b> <ul style="list-style-type: none"><li>- Campus ambassadors (dons and students who influence student activities)</li><li>- Orientation Packages (include information about our product)</li></ul>	
<b>Cost Structure:</b> <ul style="list-style-type: none"><li>- Key resources:<ul style="list-style-type: none"><li>o Working with Universities to integrate student awareness about our app</li><li>o Partnering with grocery stores to create signs at the remind students to pull out their app and take pictures of their groceries and upload it to the app.</li></ul></li><li>- Key activities:<ul style="list-style-type: none"><li>o Have a team that updates the weekly challenges and article recommendations</li></ul></li><li>- What will be our highest expense?<ul style="list-style-type: none"><li>o Establishing back-end app development</li></ul></li></ul>		<b>Revenue Streams:</b> <ul style="list-style-type: none"><li>- Get eco-friendly products to sponsor for feature or recommendations: (ex. You buy a lot of plastic containers for peanut butter, try “this” brand that uses a glass container to lower your score)<ul style="list-style-type: none"><li>o Companies like P&amp;G are looking for ways to promote their products working towards their sustainability goals</li></ul></li></ul>		

This Business Model Canvas was created by Dr. A. Osterwalder in “Business Model Generation” (2010).