**BUSINESS MODEL CANVAS**

Project Name

Team Members

**KEY PARTNERS**

*Who are your Key Partners? Where are our key suppliers?*

*Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?*

**KEY PROCESSES**

Key Partners –

Our Key Partners for this venture are the owners of big public buildings, food suppliers – which would be ghost kitchens initially and eventually they would be made in house.

Key Suppliers –

Our key suppliers will be the ghost kitchens that provide us with food initially. Additionally, the company that provides us with vending machines are also key suppliers.

Key Resources –

The Key Resources that we need for our venture are the food we supply to our customers, the relationships with companies, and the location where our vending machines will serve customers.

Key Activities –

Our Key Activities are supplying food daily to vending machines and finding companies where we can host our vending machine in their locations. These are the key activities that our partners will perform.

*What Key Activities do our Value Propositions require? Our Distribution Channels?*

*Customer Relationship? Revenue Streams?*

The activities that our Value Propositions require are Daily Food deliveries to our vending machines, Acquiring Vending Machines, and developing partnerships with companies and ghost kitchens. Regarding our distribution channels, our key processes are getting food delivered daily to our vending machines. Our key process for developing good customer relationships is getting feedback from our customers of food and the process of getting food through our app. The key process in generating revenue is getting companies to pay us monthly to host and stock the machine and getting employees to pay for each meal they purchase from our machines.

**KEY RESOURCES**

*What Key Resources do our Value Propositions require? Our Distribution Channels?*

*Customer Relationship? Revenue Streams?*

Key Resources –

* The food we provide for the vending machine,
* The vending machine itself
* Software to order food and pick it up

Distribution channels –

* partnerships with all parties involved and strong supply chains for food prep and delivery

Customer Relationship –

* constant feedback on the quality of resources, suggestions on how we could improve our services

Revenue Streams –

* contracts with companies, and building owners, Revenue from each meal sold to customers, Payment in app and easy to user interface for customers

**JOBS-TO-BE-DONE**

The Jobs-To-Be-Done are:

1. Increase Access to healthier, more convenient meals options for busy working-class millennials
2. Help millennials maintain a healthy lifestyle

**SOLUTION-CUSTOMER VALUE PROPOSITION (CVP)**

**CUSTOMER RELATIONSHIPS** *What type of relationships 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?*

In terms of relationships there are 4 main ones that we need to maintain. The first key relationship is with the companies and building owners. This is the first step that we need to take to start generating revenue and getting our products into the hands of customers. The next key relationship is with employees – which we have already started to do. We have interviews 50 millennials to understand what their needs are and the biggest problem they face in terms of getting easy access to healthy meals. These relationships are intertwined in different parts of our business model, and each are essential to the success of our business.

Large Companies –

We’re creating value for large companies because our product helps alleviate a big cost for them – catering meals for employees.

Millennials in the workforce –

This is the biggest customer segment that we’re helping and through our product we are providing them with cheap, quick and healthy meals that they can purchase and eat with no hassle.

**CHANNELS**

*Through which Channles 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?*

We would reach them through their company. Since we’re installing these vending machines in company offices, we can use those companies as a direct and easy way to reach our customer segments. Promotion and marketing of the product to consumers will be easy and inexpensive once we have the vending machine installed in an office.

A marketing cost that we would face is using marketing and sales channels to acquire new customers and companies.

To directly communicate with our customers, we will use our app to show them menus so they can order meals for future weeks as well as use it to gain feedback and enhance the user experience.

**CUSTOMER SEGMENTS**

*For whom are we creating value?*

Building owners –

We are creating value for building owners as implementing our product in their buildings generates another source of revenue for owners. We will be paying building owners a percentage fee for letting us have our vending machine in their building.

Our customer value proposition is providing healthy, quick, and easily accessible meals to millennials in their workplace. Through our vending machines customers will be able to get meals hot and ready in an instant and at an affordable price.

**COST STRUCTURE**

*What are the most important costs inherent to our business model? Which Key Resources are most expensive?*

*Which Key Activities are most expensive?*

**REVENUE STREAMS**

Most important costs – cost to buy the vending machines, cost of developing the food and company partnerships, the cost to restock our meals weekly, general maintenance of the vending machines, rent we must pay the building owner to host vending machine

The most expensive resource that we need to setup this venture is the cost to buy the vending machines.

The Key Activities that are going to cost us the most are restocking the meals as well as buying the meals from our suppliers each week.

*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?*

Based on our research, we found that 2/3 of Americans spend over $3,000 on take out lunch. If we assume each of those Americans buy one meal a day, they spend about $11 per meal. With our current pricing we will charge customer $10.50 for each meal. We will set up touchless payments such as apple pay and credit card payments and in app payments so we can make it easier for customers to buy meals. We will be charging companies $5,000 a month for us to provide them with our services and we’ll charge $10.50 per meal. Assuming we sell 600 meals per month, we’ll make $7,100 each month from one vending machine.

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