



Green Wall

A “one-stop-shop” for anyone interested in creating a green wall

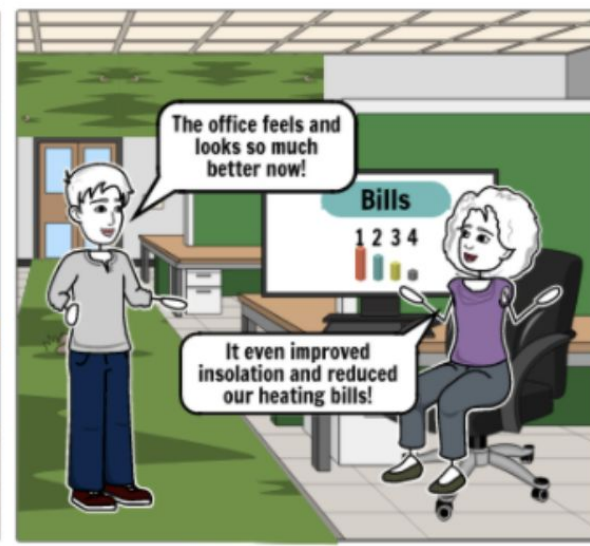
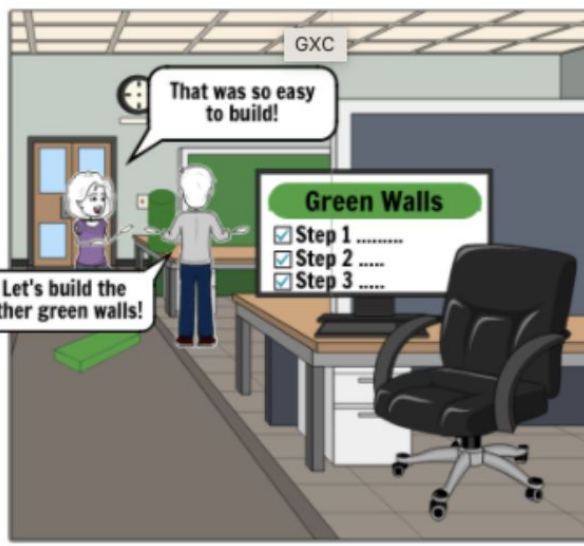


Landeshauptstadt
München



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The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners  <ul style="list-style-type: none"> - Home Improvement stores where customers can access the needed materials - Twitter/Facebook/Instagram - Eco-Profit 	Key Activities  <ul style="list-style-type: none"> - Maintaining the website by appointing an employee for the development - Create a Hashtag social media campaign to promote the website and green walls - Keep up-to-date with Munich's Building Code Laws to know what can and cannot be done with outdoor green walls - Make green wall website logo a wanted marketing strategy - Create challenge to spread green walls. For example #greenwalls 	Value Propositions  <ul style="list-style-type: none"> - Explanation of the benefits of green walls. This helps lure potential customers - Providing tips and tutorials to make the process of building a green wall easier, specifically for the Munich area. This makes it more accessible and and personalize to our customers. - Show examples of green walls to inspire other businesses and people and to showcase their own creations - Connecting people who are interested in green walls. Providing a platform for people to share their experiences. This helps build a community - Features like our questionnaire help people plan their budget, maintenance, and structure of their green wall without having to contact an outside company 	Customer Relationships  <ul style="list-style-type: none"> - Connecting with potential customers through Eco-Profit - Contact page on the website allows customers to contact us in case of questions or concerns 	Customer Segments  <ul style="list-style-type: none"> - Employees, who are interested in improving the eco-friendliness of their office spaces - Businesses, who want to take part in an environmentally friendly Munich - Businesses, who are interested in a unique way to create an aesthetically pleasing office/area - Businesses, who are looking into lowering their energy costs - Employees, who want to convince their company to build a green wall structure
Cost Structure  <ul style="list-style-type: none"> - Cost of Domain Name and Server (75 Euros/year) - Web Developer for website (Appointed/part time Employee 30,000 Euros/year) - Database storage (600 Euros/year) 		Revenue Streams  <ul style="list-style-type: none"> - Partnerships with home improvement stores (5,000 Euros/year) - City of Munich (30,000 Euros/year) - Advertisements from website (1,200 Euros/year) 		



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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

Strategyzer
strategyzer.com

Macro-Economic Factors

- Businesses have limited budgets during pandemic and initial costs could be hard to come;
- Building Codes of Munich are always kept in mind;
- Social factors, such as social pressure, might make businesses to build a green wall in order to possibly boost their sales.

Prototype

Challenge Contribution Value

- Prioritised points from challenge giver
 - Reduces CO₂
 - While offering monetary benefit as well
 - Employee driven option
 - Motivates participation
- Is flexible and can easily be expanded
- low maintenance costs

Our Experience - Teamwork

Team Members

Nicole Gertz - Organization Queen 

Camryn Haubner - Research Expert 

Salih Uysal - Web Designer 

Evelina Vaiciulyte - Tourism Specialist 

Agreements from Day One

- Remain flexible
- Be upfront
- Work to each other's strengths

Our Experience - Coaching

- Gain intercultural experience
- Get closer with our team members outside of a strictly work setting
 - Talk about topics we would not have started when meeting to work

Our Experience - Virtual Course Format

- Helped make international teamwork a reality
- Coaching sessions helped make it feel more “normal”
- Much more easy to organize

GlobalX Changes
Challenges

International Virtual Innovation Challenge



Thank you for your time!

