

The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners

- Stadt München
- Twitter/Facebook/Instagram
- Home Improvement stores where customers can access the needed materials

Key Activities

- Spreading awareness of the benefits of green walls
- Encouraging people to post about their green wall experience
- Encouraging businesses to consider a green wall for any of the listed benefits
- Encourage businesses/employees to be apart of the environmental solution
- Make green wall website logo a wanted marketing strategy
- Create challenge to spread green walls

Key Resources

- Other websites giving information on green walls
- Other websites giving plant into and care
- Experience/reviews from green wall users

Value Propositions

- Explanation of the benefits of green walls
- Connecting people who are interested in green walls
- Providing tips and tutorials to make the process of building a green wall easier, specifically for the Munich area
- A platform for people to share their experiences with creating their green walls
- Show examples of green walls to inspire others and showcase their own creations

Customer Relationships

- The forum allows customers to communicate between each other and provide a sense of community
- Contact page on the website allows customers to contact us in case of questions or concerns
- Encourage users to post about their green walls

Channels

- A separate page on the website describing best plants to use for green walls (indoor or outdoor)
- Forum on website where people can post their own green wall and give tips or share their experience
- Tutorials on how to build a green wall
- Questionnaire to help people find the right green wall structure for them

Customer Segments

- 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

- Cost of Domain Name and Server
- Web Developer for website
- Database storage

Revenue Streams

- Create partnerships with home improvement stores
- City of Munich
- Advertisements from website



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