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| **Lean Canvas** | | Purpose & Mission | |  | Team Fast X |  | 20/10/2023 |  |  |
|  |  |  | | |  | |  | | |
| **Problem** | **Solution** | **Unique Value Proposition** | | | **Unfair Advantage** | | **Customer Segments** | | |
| Problem 1: Sourcing Consistency  Problem 2: Logistics and Delivery  Problem 3: Customer Trust and Market Education | Solution 1: Diversify Your Supplier Network  Solution 2: Streamlined Delivery Operations  Solution 3: Building Trust and Education | Farm-to-Table Freshness  Unwavering Transparency  Supporting Local Agriculture  Tailored Ordering  Convenience Redefined  Community Building  Quality Assurance  Environmental Responsibility  Scalable Impact  Customized Experience | | | Local Sourcing  Direct Farmer Relationships  Transperncy  Quality Control  Convience  Educational Content  Sustainability Initiatives  Community Engagement  Technology Integration  Customer Feedback Loop  Scalability | | Major Middle class Families  Local Customers  Restaurents  Cafes  Instituions  Food Cooperatives  Grocery Stores  Online Shoppers  Vendors  Event Planners | | |
| **Existing Alternatives** | **Key Metrics** | **High-Level Concept** | | | **Channels** | | **Early Adopters** | | |
| Farmers' Markets  Community Supported Agriculture (CSA) Programs  Local Grocery Stores and Co-ops  Online Farmers' Markets | 1. Sales and Revenue Metrics 2. Customer Engagement and Satisfaction 3. Supply Chain and Inventory Metrics | "HarvestHub is a groundbreaking platform designed to bridge the gap between local farmers and consumers, transforming the way we access and enjoy agricultural products. | | | Path to customers  Online Platform  Social Media  Email Marketing  Search Engine Optimisation  Content Marketing  Partner Collaborations  Local Events  Affliate Marketing | | Local Food Enthusiasts  Foodies and Culinary Enthusiasts  Sustainability Advocates  Health and Wellness Communities | | |
| **Cost Structure** | | | **Revenue Structure** | | | | | | |
| List your fixed and variable costs - $5 Million  Customer acquisition costs - $1 Million  Distribution costs - $2 Million  Hosting - $2 Million  People - $10 Million  Etc. | | | List your sources of revenue – $1 Billion  Revenue Model – $2 Million  Life Time Value – $5 Billion  Revenue – $8 Million per Month  Gross Margin – $10 Million | | | | | | |
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