- *Offering*
- o **Value Propositions:**

Everyone would love to have plants at home without having to worry about how much water they need or whether they are receiving too much sunlight or not. Sometimes people buy plants with the aim of decorating their homes, but they have no idea how to take care of them, so they end up dying. Others love plants but don't have enough time to keep an eye on them or they are simply forgetful.

Ecø ensures customers that their plants will be well attended at all times. It measures the state of the plant in every moment by checking its temperature, humidity, pH… After collecting the information, it carries out a diagnosis, letting its owners know whether the plant is sick or not, what's the specific disease the plant is suffering from or whether it has any deficit of water or fertiliser. At the same time, it gives recommendations about the way in which the plant would be better off. In the case of lack of water, Ecø will directly water the plants and, if the plant has other needs, it will let the owner know immediately.

Furthermore, Ecø has its own skill on Amazon's virtual assistant, Alexa, which makes even more convenient to check easily on the plant. Just by asking Alexa about the state of the plant the virtual assistant will directly connect to Ecø and tell its owner all the information related to the plant's current state and the needs that have to be covered. If the owner does not have Alexa at home, he can also log in to Ecø 's Website in order to check all the information related to his plants.

To sum up, Ecø adapts to the needs of each plant, providing its customers with a simple, time-saving, innovative and customised solution. Forgetful or inexperienced customers will not have to worry about killing its plants anymore and plant lovers will have detailed information about the current state of their plants at all times. Combined with Alexa, Ecø offers an even more convenient and efficient way of ensuring the plant's well-being while taking care of the planet as a whole.

- *Customers*
- o **Customer Segments:**

Nowadays, we all take care of elders, children, animals… But what about plants? They are a key factor in the future of the planet and the lives of human beings, so there is a general incentive among the population to take care of them. By buying Ecø this task will be easier and quicker than ever, specially nowadays with faster work and life paces. However, it is well-known that not everyone is going to be interested on Ecø. That's the reason why a segmentation strategy must be carried out in order to find Ecø's target customers.

By following a segmentation strategy focused on lifestyle, owner's income and individual/business approach it can be easily perceived that Ecø will stick to a niche unattended market formed by people that love plants and have them at home as part of their lifestyles, businesses whose main activity is related to plants or enterprises in sectors such as horticulture, agriculture or gardening. Another option would be targeting public spaces and entities such as governments, public parks, botanic gardens or governmental buildings.

o **Channels:**

A company can deliver its value proposition to its targeted customers through different channels. It is essential to reach each different segment with different communication strategies. Focusing on business-to-Business sales (B2B) and deals with governments the use of personal selling is recommended since they normally go hand-in-hand with discounts due to large volume purchases and business negotiations are at stake.

Regarding sales to clients for individual use, a large range of options are available. In order to attract the attention of those who would be willing to buy Ecø, the company could promote itself through advertisements on specialised magazines such as "Country Gardens", "Fine Gardening" or "Horticulture", which are read by people interested on plants and probably on Ecø as well. Another option would be to create online advertisements through gardening forums and blogs, social media such as Facebook groups formed by people impressed by the plant world, horticulture Instagram accounts…

Furthermore, flyers explaining Ecø's benefits and characteristics could be distributed in botanic gardens or plant-specialized shops. Indirect advertisements played on screens during public events related to gardening could be very efficient to find Ecø's target customers as well as Word-of-mouth among friends, relatives and colleagues who have bought Ecø and are satisfied with it.

Ecø will have two main distribution channels: online selling, where buyers can directly buy the product online, and through selective distribution, where the company relies on some intermediaries and retailers chosen by it to sell its products such as physical stores specialized on the sale of plants.

o **Customer Relationships:**

The relationship with the customer does not end once he buys Ecø, the company will create a phone line and email address so that customers who are having issues with the product or information requests before buying it can contact the firm. Therefore, personal assistance will be available along the whole purchasing process, either during pre-sales and/or after sales situations.

It will also create an online community, which allows for direct interactions among the company and its clients where knowledge can be shared, and problems can be solved between different clients with the company as an intermediary. Through this platform, consumers could become what is known as co-creators of the product by suggesting ideas of upgrades that would make Ecø more efficient.

- *Infrastructure*
o **Key Activities:**

The key activities required to execute Rainforest's value proposition are the technical development and computing programming of the project itself, both in terms of teaching the algorithm how to accurately detect the plants' state and disease in case of being sick and creating the Website and Alexa's skill. Another key activity would be to target Ecø's potential customers correctly by investing appropriately in the different channels needed to create awareness in consumers' minds that, hopefully, will end up in Ecø's purchase.

o **Key Resources**:

In order to create Ecø and sustain Rainforest's Business physical components are needed such as DTC22 to detect humility and temperature, Arduino boards such as ESP-32 or water pumps such as R385. Databases are also needed. Apart from that, human capital is crucial for the creation and correct functioning of the algorithm that detects the plant's current state, the creation of Alexa's skill and Ecø's website.

- o **Partner Network**:

Partnerships and alliances are crucial for a business, specially when the company is new in the marketplace. They optimize operations and reduce risks so that the company can focus on its core activity, which in Rainforest's case is the creation of Ecø.

The main and most important partnership for Rainforest is the one with its physical distributors as long as they are the intermediaries between the company and its clients. Choosing the right partners is essential for the company to ensure that quality of the Ecø is maintained and to avoid principal-agent problems and opportunistic behaviour by distributors.

- • *Finances*
- o **Cost Structure (what will it cost?)**:

Ecø's business structure would be value-driven since the enterprise will focus its efforts on creating value for its customers rather than minimizing costs as much as possible. It is clear that the company will try to minimize its costs to get higher revenues, but this is not the main objective of the firm.

In terms of costs, the key activities that will be more expensive throughout the process are the technical development and computing programming of the project itself, both in terms of teaching the algorithm how to accurately detect the plants' state and disease in case of being sick and creating the Website and Alexa's skill. Whenever possible, specially when selling to businesses and governments, economies of scale could be reached, thus, decreasing the cost of each unit as the number of units that are ordered or produced increase.

- o **Revenue Streams (how much will you make)**:

Ecø's customers would be willing to pay a premium compared to the competitors for the quality and value of the product. Ecø offers new upgrades that are not in the market yet, such as detecting if the plant is sick or what is the disease that is causing it. Other attributes for which customers would be willing to pay more are its complementary Website and the opportunity of connecting it to Alexa.

Taking a look at the market, it can be observed that the cost of the materials to produce Ecø would be around 25€. To this cost, other fixed costs such as the creation of the Website, the algorithm, Alexa's skill and labour salaries must be added. Comparing it to the market, the most similar competitor would be "Xiaomi Mi Smart Flowerpot Plant Pot" which costs $50US.

This fact provides Rainforest with an idea of which would be a reasonable price to ask for Ecø and still generate revenues, but taking into account that Xiaomi's product doesn't offer as many attributes as Ecø, it would be reasonable to ask for 60€ as the final price for the product since the revenues streams of the firm will mainly come from the sale of Ecø and this price would give Rainforest a decent revenue margin to ensure its success in the future.