

The Business Model Canvas

Designed for:

EcoUrbs

Designed by:

On: dd/mm/yyyy

Iteration #

<p>Key Partners</p> <p>Buyer-Supplier rel. (i.e.)</p> <ul style="list-style-type: none"> HydroFarm Active Aqua General Hydroponics Home Depot ULINE LocalHarvest <p>Strategic Alliance between non-competitors (i.e.):</p> <ul style="list-style-type: none"> Tech Startup <p>Motivations:</p> <ul style="list-style-type: none"> Optimization and Economy of Scale Acquisition of resources and activities 	<p>Key Activities</p> <ul style="list-style-type: none"> Production: Building units in-house using high-quality, local, sustainable materials Platform/Network: Continuous development and maintenance of web/app platform and community <p>Key Resources</p> <ul style="list-style-type: none"> Physical: Facilities for manufacturing production, transportation, etc. Intellectual: Patented Sensor System and Sustainable Tech 	<p>Value Propositions</p> <p>Customization</p> <ul style="list-style-type: none"> Choose what you want to grow and how Recipes based on what you're growing <p>Design</p> <ul style="list-style-type: none"> Modern designs with stylish finishes <p>Brand/Status</p> <ul style="list-style-type: none"> Social value in growing own food Cooking for friends Community <p>Accessibility</p> <ul style="list-style-type: none"> Fresh herbs & vegetables without hassle, anywhere <p>Convenience/Usability</p> <ul style="list-style-type: none"> Easier than traditional gardening 	<p>Customer Relationships</p> <ul style="list-style-type: none"> Automated Services via mobile application with personalized profile, purchase history, preferences, etc. Community via app/web to share stories, tips, journey, connect with others, etc. <p>Channels</p> <ul style="list-style-type: none"> Direct monthly shipments from EcoUrbs to customers via web/app Indirect unit purchase through partner stores and wholesalers, i.e. Amazon, Sharper Image, etc. 	<p>Customer Segments</p> <p>Niche:</p> <ul style="list-style-type: none"> Sustainable Design New Technology Artistic <p>Segmented:</p> <ul style="list-style-type: none"> Some don't have time and space Some lack knowledge Both interested in gardening and cooking <p>Diversified:</p> <ul style="list-style-type: none"> Potential to scale-up for urban restaurant scene
<p>Cost Structure</p> <ul style="list-style-type: none"> Value-driven: high-tech, automated, high efficiency, sustainable Economy of scale for bulk purchase of parts for production and supplies for recurring package shipments 		<p>Revenue Streams</p> <ul style="list-style-type: none"> One-time payment for unit (Asset sales) Recurring payments for "Harvest Package" Fixed Menu pricing with costs varying by features, based on static variables 		