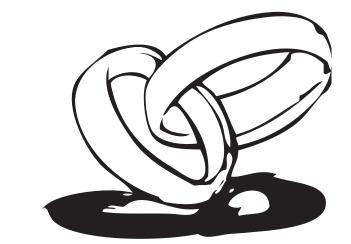
## Key Partners



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

Acquisition of particular resources and activities

### Key partners:

Local CSAs (ex. JBG, Tecolote Farm, etc.) including our class sessions as add-ons to their subscriptions

- --benefit to them: offer more to their members, retain more new members
- --benefit to us: reach new customers

Key suppliers/resources: Local schools, allowing use of their kitchens outside of school hours

# Key Activities

What Key Activities do our Value Propositions require Our Distribution Channels? Customer Relationships?

Revenue streams? Problem Solving Platform/Network

- customer sign-up
- informing customers about class schedules
- hiring/managing instructors
- renting facilities
- managing CSA farm relations, including payment for sign-ups

# Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships? Revenue Streams?

- CSA farm membership systems for customer and instructor recruitment
- local schools for kitchen/equipment rental
- Instructors' knowledge and skills for developing and running classes
- Communication systems (primarily email) for reaching customers and organizing classes

# Value Propositions

What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

"Getting the Job Done

#### Problem:

High barrier to entry for joining CSAs, due to uncertainties about how to cook and use up all the produce.

#### Our Solution:

We help people adopt CSA membership and healthy local eating habits by teaching them what to do and how to cook using their CSA produce. New CSA members can sign up for cooking classes for the length of their CSA membership term, whether a short 4-week course or a full 12-week season. People unwilling to commit to a full session can try out the classes as a drop-in.

#### Customer Needs:

Learn to cook Learn about using and storing unfamiliar produce Build community among CSA members

# Customer Relationships ( )

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?

How are they integrated with the rest of our business model? How costly are they?

Personal assistance Dedicated Personal Assistance **Automated Service** 

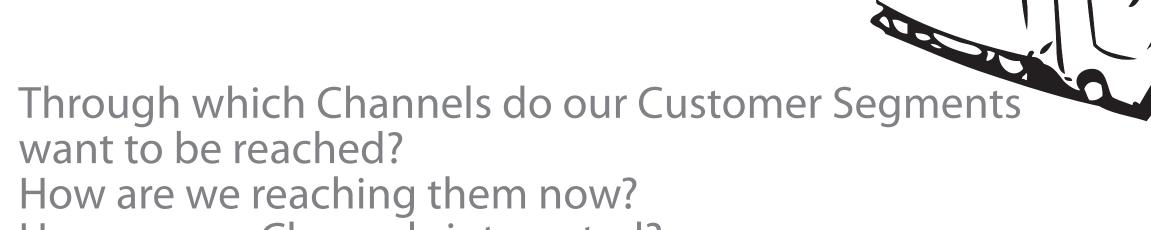
#### Students & Teachers:

Expect a supportive community relationship, with the business as facilitator

#### Farmers:

Expect a mutually beneficial relationship

## Channels



How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

Initial sign-up: Integrated into CSA sign-up process, or online through website.

Continued contact: through email and in-person at cooking classes.

# Customer Segments

For whom are we creating value? Who are our most important customers?

Segmented Multi-sided Platform

## Customers:

## Primarily:

- new CSA members
- people interested in trying a CSA

#### Secondarily:

- experienced CSA members/cooks
- CSA farmers wanting to recruit and maintain more members

# Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

Fixed Costs (salaries, rents, utilities)

Economies of scope

- Costs of facility/equipment rental from local schools
- Costs of setting up and maintaining a website
- Costs of paying instructors



## Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay?

How are they currently paying? How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues

Product feature dependent Customer segment dependent Real-time-Market

Negotiation(bargaining Yield Management

- customers are willing to pay for the value of improving their cooking skills and increasing their knowledge about food



- they are willing to pay graduated prices within a subscription model, with higher prices for higher flexibility/lower commitment







