

# BUSINESS MODEL CANVAS



# THE GREEN FINGER INITIATIVE

## Key Partnerships

**Schools and Educational Institutions**

**Seed Suppliers**

**Urban Gardens and Famous Parks**

**Environmental NGOs**

**Agriculture Experts and Farmers**

## Key Activities

### Product Development

Putting together the seeds, camera and app in interesting packaging

### Content Development

#### Data Analysis

Monitoring user engagement to manage and improve learning outcomes

### Managing Partnerships

With schools, farmers and other

## Key Resources

### Educational Content Developers

Create informative content

### Seed Suppliers

To provide appropriate, reliable and good quality seeds

### Marketing Team

### Technical Team

### Financial Resources

## Value Proposition

### Food Education

Combining food and farming knowledge online and off-line to create a fun learning environment

### Increasing Engagement

Interactive gamification that aids children's development and abilities

### Community

Increasing quantity and quality of of interactions between children and community members

### Practical Skills

Interacting with real objects and understanding gardening and farming skills

### Sustainability awareness

Understanding real impacts afforded by the current food systems on the planet

## Customer Relationships

### Direct Engagement

Through the mobile application and support lines

### Educational Partnerships

to create integrated learning experiences

### Community Events

Create workshops, events and farming based events fir children and schools

### Feedback Collection

Collecting feedback from children, teachers and parents to reach learning and play goals better

## Channels

### App Stores

For app distribution

### E-Commerce Platforms

For selling seed advent calendars

### Schools and Community Centres

For increasing engagement

## Customer Segments

### Primary Schools

To integrate GFI into educational programmes

### Parents and Families

For home learning and engagement

### Community Centres

To create community based learning where children and farming enthusiasts already engage

### Environmental and Educational Educational NGOs

For creating a collaborative programme and outreach

### Food Banks

To create a more inclusive and educational system for patrons to approach the place

## Cost Structure

### Product Development

Costs for designing and manufacturing seed packages, cameras, and the app

### Marketing and Sales

Marketing campaigns, sales staff, and promotional events

### Partnerships and Collaborations

Costs associated with managing and maintaining partnerships and R&D for collaborative learning

### Operational

Customer support, data analysis, and community management

### Distribution

Logistics for delivering products to customers and schools

## Revenue Streams

### Product Sales

Revenue from selling seed packages and cameras

### Educational Partnerships

Fees from schools and educational institutions for customized programs

### Workshops and Events

Fees from organising and conducting community workshops and educational events

### Premium App Content

For champion users