Designed for:

Designed by:

Version:

Key Partners



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

MOTIVATIONS FOR PARTNERSHIPS
Optimization and economy
Reduction of risk and uncertainty
Acquisition of particular resources and activities

- -Entrepreneurs
- -Recycling companies
- -Supermarket and Discount chains

Key Activities



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

Problem Solving

- -Market Capillarization.
- -Farms: supplying vegetable and organic
- -Large Supermarkets: getting more customers, supplying more consumer products and shopping vouchers
- -Providing customers with food or vegetable products in exchange for recyclables

Kev Resources



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

Physical Intellectual (brand patents, copyrights, data) Human Financial

- Network of stores throughout Italy
- -Skilled personnel
- -Magicians
- -Sponsors and Partnerships
- -Food stores and restaurants

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?

CHARACTERISTICS
Newness
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price

Price Cost Reduction

- -Innovations in waste disposal
- -Personal and corporate gain
- -More respect for the environment
- -Simple and beneficial proposal
- -Providing food products to families with difficulties

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 How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assi
Self-Service
Automated Services
Communities
Co-creation

- -Simple and immediate compensation -Competent and helpful staff
- -Well-stocked facilities with a presence in
- -Ability for staff to pick up waste at home

Channels



Through which Channels do our Customer Segments How are we reaching them now

How are our Channels integrated? Which ones work best?

Which ones are most cost-efficient? How are we integrating them with customer routines

- How do we raise a
- 2. Evaluation How do we help cust
- 5. After sales
 How do we provide post-purchase customer support
- -Shops located throughout Italy
- -Telephone number
- -Ability to arrange waste pickup in short, simple steps

Customer Segments



For whom are we creating value?

-Customers of all income brackets

- -Customers who want to do their part to protect the environment
- -Companies with large amounts of recyclable waste

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?

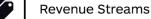
IS YOUR BUSINESS MORE

Cost Driven (learnest cost structure, low price value proposition, maximum automation, extensive outsourcing).

Value Driven (focused on value creation, premium value proposition).

SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale

- -Costs for personnel
- -Costs for electricity and facility services
- -Storage costs
- -Advertising costs
- -Costs due to the purchase of food or plant products



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?

Usage fee Subscription Fees Lending/Renting/Leasing

Product feature dependent Customer segment

Negotiation (bargaining) Yield Management Real-time-Market

- -Sale of waste to recycling companies.
- -Payments for waste pickup
- -Recurring payments due to continuous pickups by large companies
- -Reduced costs due to purchasing products in bulk











