

# The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year  
Iteration: No.

## Key Partners



Supplier of machinery materials: LAMIEREDIL SPA ITALIA - Catanzaro.  
Supplies: transformation of steels, profiled metals, steel, building covers, corrugated sheet metal, omega profiles.

Supplier of materials for machinery appearance: IL PUNTO SRL - REGGIO CALABRIA.  
Supplies: top quality paint and coatings, made from the best raw materials. The products are a guarantee of quality and efficiency, but always with full respect for the environment.

Supplier of seeds for implementation: LAMEZIA GARDEN S.S. - LAMEZIA TERME.  
Supplies: nursery - plants and flowers; seedlings, bulbs and seeds; parks and gardens - floriculture implementation and maintenance.

Supplier of gears for machinery construction and operation: O.M.C. - REGGIO CALABRIA.  
Supplies: high quality milling and turning services at competitive prices. The company also provides consultancy services tailored to customer needs on industrial and naval mechanical maintenance, as well as gear construction and repair.

MUNICIPALITY OF CATANZARO THAT FAVOURS THE DISTRIBUTION OF OUR ENTREPRENEURIAL PRODUCT

## Key Activities



Our idea involves the creation of a machine (similar to a typical vending machine), inside which, once you place an environmentally hazardous object, such as plastic bottles, cans, etc., it gives you in return a quantity of seeds of your choice directly proportional to the number of objects placed inside the machine.

## Key Resources



Plastics and seeds are the key resources of our proposal. Advertising and promotion, which will include posters and logos are our distribution channels. Consumers will not have to resort to their own money, but will be free to bring plastic objects to clean up the place where they live.

## Value Propositions



Our idea, as far as its application is concerned, is to set up at least one machine in each country, so that it is available to anyone who wants to invest in this sustainable, dual-action idea = to recycle/recycle plastic in a special place, thus cleaning up our territories, and on the other hand promoting the prosperity of green areas.

## Customer Relationships



As this initiative is primarily in the interest of our region, the municipality will finance us. The consumer, therefore, will not have to use his own money, but will be free to bring plastic or generally environmentally polluting objects to clean up the place where he lives.

## Channels



Our product will be advertised via social networks through advertisements and promotions, which will include advertising posters and logos representing our idea. The advertising poster will have as its main subject a woman who will play mother nature and will be seen as the one who has incarnated herself inside the machine: so it will be as if we give mother nature an environmentally dangerous object so that she can dispose of it, and she in return will give us the seed so that we can continue our good deed. Our brand will have as its main subject a plastic bottle, and wrapping it will be a label with the recycling symbol on it; on the inside the bottle will have a flower, the symbol of life. We will also publicise our product via a financial Instagram profile, a power point presentation and a website.

## Customer Segments



The value of this initiative is for all citizens, so that they can live in a healthy, welcoming and undoubtedly clean place, also looking to future generations. This initiative considers any person contributing to the purpose of our two-pronged proposal to be important.

## Cost Structure



The construction of the materials for the assembly of the machinery, but also the assembly of the machinery itself, will have the highest cost in the implementation of this initiative. Over time, the machinery will also need maintenance, which again will require a certain amount of money to be paid by the municipality to those who will be in charge of it, and thus offer us their service.

## Revenue Streams



For our consumer, the use of the machine will be completely free of charge, the only effort required will be to set aside polluting plastic objects, or even to collect them by removing them from the environment, in such a way as to reduce plastic waste, hence pollution, and at the same time allow biodiversity to be reborn.

