

The Business Model Canvas

Designed for:

Designed by:

One: Two: Three:
Iteration:

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?

- OSE
- Regional Government
- Rurochay Casa de Nacimiento
- Brisol
- Canasta Solidaria Mikhuna
- Area de Conservación Bahuaia

Key Activities



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

- Microfactory Production
- Machinery Manufacture
- Aquaponic Greenhouses
- Solar Energy Harvesting
- 3D printing
- Construction
- Workshops

Key Resources



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

- Our Human Resources
- OSE Technology
- Open global collaboration

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?

- To alter the dynamics of production & consumption (prosumerism)
- Provide free access to knowledge
- Offer a distinct alternative to commercial supply chains
- Sustainable livelihoods
- low-cost DIY high-performance machinery
- energy efficiency
- Life-time technologies
- Life-time development and collaboration

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?

- Direct relationship on-site
- Digital Community on Wssp, FB, Insta,
- Customer relationship manager
- Personal assistance

Customer Segments



For whom are we creating value?
Who are our most important customers?
Which ones are we most interested in?
What are their needs?
What are their pains?
What are their gains?

- renewable energies
- high-school and university students
- people in the agriculture sector, permaculture and/or community development advocates
- people interested in ICT and sustainable solutions
- teachers
- entrepreneurs
- farmers
- Green buyer
- People with assets (land, water, trees, good soil, etc) without much liquidity.
- Green enthusiasts
- Ppl BOM

Channels



Through which channels do our Customer Segments expect us to deliver our Value Propositions?
Which ones are our most cost-efficient?
Which ones are most cost-effective?

- on-site store for machinery & workshops
- Webpage
- Retail store partnerships to promote our products and by-products

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?

- Cost of Materials
- Manufacturing Infrastructure
- Distribution Costs
- Workshop Management Costs
- Seasonal Employability



Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How do they expect to pay?
How do we expect to receive the money?

- By selling & tending machines (fixed prices), such as 3D printers, CEB press, Power cube, LifeTrac and Soil pulverizer.
- By selling machines by-product/services such as, adobe bricks, seed-home 2.0, aquaponics, and agriculture product/services mainly vegetables and fish.
- energy generation and storage .
- Through workshops: by creating trainings for machine construction and lastly through food production,

