The Business Model Canvas

Orto Family

Designed for:
Project: G.R.E.E.N. in Europe - Erasmus+ 2016-2018
Istituto Comprensivo Renato Moro di Taranto - SSPG - Italy

Designed by:
The team "Rivogliamo Taranto in Startup"

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Interation: Vers. 1

Key Partnerships

- Lenders
- Providers

Key Activities

- Cultivate the land
- Spend time in an ecological way
- Unical experience

Key Resources

- Lands to cultivate
- Tools for farming

Value Proposition

- Fresh food
- Km food 0
- Good experience
- Great time with family

Customer Relationships

- Close relationship between customers and owners
- Help for the growth of the vegetables garden

Channels

- fields
- good quality food
- vegetables garden
- social

Customer Segments

- Families and young people who want fresh food without dangerous substance
- Eco-friendly restaurant

Cost Structure

Irrigation system
Lands
Tools for farming (tractors)
Seed of vegetables

Revenue Streams

- fresh food
- Seasonal vegetables and fruit
- Customers

Social Costs

- our activity don't damage the environment
- We use land without dangerous substance

Social Benefits

- sustainable way of spending time
- Diffusion of Km0 and sustainable bio food
- delete of dangerous substance from food

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