



Mission Model Canvas

Project title:

Sustainable Future Foods

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Key Partners 🤝 Which persons and organizations can support your project and act as intermediaries? Member Network Trade/Fair organizations Certification bodies: Sustainability labelling partners Research institutions with expertise in sustainability data collection	Key Activities 🛠️ What are the three main activities needed to create/realize your project? Development of online marketplace infrastructure & maintenance Product data collection Customer acquisition	Value Propositions 📦 How do you explain your project to a stranger in 1 minute? To produce and label sustainable foods, detailed information on the product specification, the production process, and its environmental impact of each ingredient must be known. Opaque supply chains and outdated communication channels currently make the collection of this data resource-intensive, error-prone, or even impossible. SFF delivers an online marketplace solution for alternative proteins. Sellers benefit from, industry standard data generation & harmonization support, visibility, broad market reach & therefore equal chances. Direct contacts enable price & end customer transparency.	Customer Relationships ❤️ How do you actively involve your community in your project (beyond just looking/listening)? Marketplace Network effect Product rating Manufacturer disclosure (direct contact/ supply chain) Tailored sourcing request (platform) Data collection support Help line/personal assistance Regional scouts Product improvement with customers Active product search Active product representation	Customer Segments 👥 Who do you want to address with your idea or project? Who will jump at it? Name your main target groups. Buyer: (CH) plant-based food & beverage manufacturers/industry (CH) meat-, fish-, seafood-, milk-alternative manufacturers/industry Sellers: European alternative protein manufacturer
	Key Resources 🏠 Which three skills and resources are central to the implementation of your idea? IT Infrastructure Regional scouts with deep industry expertise/ market know-how Network (Suppliers and customers connection/recruitment; politics/law/research)	Channels 📺 What channels will you use to reach your community? How will the target group find out about your project? Online marketplace Pre-established list of buyers & sellers Partner channels Trainings/workshops Service/In-person contact Social media platforms National government institutes		
Cost Structure 💰 What costs do you expect to incur to realize your idea? What are the costs? 100 000 CHF MVP IT Infrastructure		Revenue Streams 🌱 1. Impact: What does your idea do for the climate? How do you measure/verify the impact? 1.1 Promotion of usage of sustainable raw materials, new technologies, and innovation: - Streamlining the screening process for appropriate raw material procurement, facilitating efficient identification and purchase of goods at competitive rates. - Visibility and information about new technologies & innovations through the marketplace		

Quality management
Personnel
Workplace infrastructure
Sales & Marketing
Legal & operations

- Efficient procurement of state-of-the-art and sustainable raw materials exploits the innovation potential in the agri-food industry.

Indicators: Numbers of queries, samples, and orders. Propagation and prevalence of new technologies and products.

1.2 Smaller distance buyers and seller's leads to more efficient resource utilization in the agri-food industry:

- Closing communication and knowledge exchange gap between raw material suppliers and food manufacturers.
- Aligning the supply and demand improves the resource utilization in the agri-food industry.
- Increased market efficiency reduces food-waste.

Indicators: Share of successful buyer & seller matchings. Market and resource efficiency estimates.

1.3 Changes in environmental footprint, avoided dietary CO2e emissions:

- Promotion of sustainable alternative raw material usage in end products.
- Facilitating innovation in the alternative protein nutrition replacements market.

Indicator: CO2e emission reduction resulting from alternative protein nutrition replacements.

1.4 Simplified & Improved sustainability evaluation of raw materials incentivizes green procurement:

- All required product specification data for sustainability evaluation is directly provided by the products database.
- The data quality can be guaranteed by rigorous verification of the supplier information and product sheets are held up-to-date to meet the latest requirements for certification.

Indicators: Number of buyers that utilize SFF climate data in their internal and external communications, with or without sustainable certification.

1.5 Positive influence on consumer awareness and choice of sustainable products.

- Simplified certification procedure promotes the prevalence of sustainability labels.
- Improved information and education of consumers on sustainability of food products positively affects their consumption behavior towards more sustainable products.

Indicators: Market prevalence of labelled food. (Social-) Media activity on sustainability labels (Intensity and sentiment analysis).

2. Scaling/Expansion/Unfolding: How to increase the impact of your project?

Initial step is to develop the infrastructure for European online marketplace for alternative proteins and address the Swiss food manufacturing market. The market expansion to new geographical regions and product groups is straightforward.

Year 1:

Buyers: CH food industry

Product focus: Swiss & EU alternative proteins (EU market for plant-based proteins: \$3.0 (CAGR of 6.6%, 2021-2026 ; morder intelligence).

Year 2:

Buyers: CH & EU food industry

Product focus: New product groups will be added (based on monitoring of product inquiries)

Year 3:

Buyers: CH & EU food industry & new regions

Product focus: Additional product groups will be added.

Goal: sustainability evaluation in the beginning based on recipes and raw materials from the marketplace.

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