

Mission Model Canvas

Project title:

Yuki Cheeze

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Partners & Support 🤝

Local Retailers and Distributors: Collaborating with local retailers and distributors who prioritize sustainable and ethical products can help us expand our reach. These intermediaries can stock and distribute our vegan cheeses, making them accessible to a wider consumer base.

Food Bloggers, Influencers, and Media Outlets: Engaging with food bloggers, influencers, and media outlets specializing in vegan, sustainable, and ethical lifestyles can provide valuable exposure and endorsement. They can feature our brand, products, and mission through product reviews, recipes, or collaborations, helping us reach a larger audience.

Educational Institutions: Partnering with educational institutions such as schools, colleges, and universities can enable us to engage with students, faculty, and researchers. Collaboration can involve hosting workshops, guest lectures, or participating in sustainability-related research projects, creating a ripple effect of awareness and positive change.

Activities 🔄

What are the three main activities needed to create/realize your project?

Research and Recipe Development: it involves experimenting with various plant-based ingredients, exploring different production techniques, and conducting taste tests to ensure the flavors and textures align with the taste preferences of our target audience. This activity also includes staying updated on the latest developments in vegan cheese production and incorporating innovative and sustainable practices into our recipes.

Production and Quality Control: it includes sourcing high-quality plant-based ingredients, setting up production facilities, and following standardized processes to ensure consistent and high-quality cheese production. This activity also involves adhering to food safety regulations, tracking batch records, and implementing quality assurance protocols.

Marketing and Distribution: It involves developing a comprehensive marketing strategy, including branding, packaging design, and digital marketing initiatives. This activity also includes identifying

Project 🎁

How do you explain your project to a stranger in 1 minute?

Yuki Cheeze is a vegan cheese brand that brings tastiness to people's lives with our delightful plant-based cheese. Made in Switzerland, our cheeses are created using 100% plant-based ingredients. We aim to offer a sustainable and compassionate alternative to traditional cheese, catering to cheese lovers who seek a healthier and more ethical food system. Throughout our production process, we prioritize minimizing our environmental impact, using recycled and recyclable packaging to reduce our carbon footprint. With Yuki Cheeze, you can enjoy guilt-free cheese that's good for your taste buds and the planet.

Relationship, Community ❤️

How do you actively involve your community in your project (beyond just looking/listening)?

Feedback and Surveys: We actively seek feedback from our community through surveys, feedback forms, and online platforms. Social media are a great way to involve your community

Target Groups 👥

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

Vegans and Vegetarians: Our project specifically caters to vegans and vegetarians who have chosen to eliminate animal products from their diets. We provide them with a wide range of vegan cheese options that replicate the taste and texture of traditional cheese.

Cheese Lovers: We aim to appeal to individuals who have a love for cheese but are seeking healthier and more ethical alternatives.

Health-Conscious Consumers: People who prioritize their health and well-being are another target group. Our vegan cheeses are made from plant-based ingredients, which are often lower in saturated fats and cholesterol compared to dairy-based cheeses.

Sustainable and Ethical Shoppers: Individuals who are concerned about the environment and animal welfare form a significant target group for our project. It appeals to their values by offering a sustainable and cruelty-free choice. By

Vegan and Vegetarian Associations: Local and national vegan and vegetarian associations can support our project by providing resources, guidance, and networking opportunities. They can help us connect with like-minded individuals, advocate for plant-based options, and raise awareness about our vegan cheeses.

distribution channels, building relationships with retailers, wholesalers, and online platforms, and implementing logistics and supply chain management to ensure timely and efficient delivery of our products.

Ressources 🧰

Which three skills and resources are central to the implementation of your idea?

Culinary Expertise and Recipe Development: it includes knowledge of plant-based ingredients, flavor profiles, and techniques for creating delicious vegan cheeses that replicate the taste and texture of traditional dairy-based cheeses.

Sustainable Production Practices and Supply Chain Management: it includes expertise in minimizing environmental impact, reducing waste, and ensuring the responsible sourcing of ingredients. Skills in supply chain management are crucial for optimizing logistics, reducing carbon emissions, and fostering relationships with suppliers who share our commitment to sustainability.

Marketing and Branding Expertise: Effective marketing and branding are vital to successfully promoting and positioning our vegan cheese

Channels 📺

What channels will you use to reach your community? How will the target group find out about your project?

Local markets: We will actively participate in food markets and local fairs, where we can showcase our vegan cheeses directly to consumers. This will allow us to engage with our target audience, offer tastings of our products, and explain our mission.

Social media: We will create and manage profiles on popular social media platforms such as Facebook, Instagram. By sharing engaging content such as recipes, vegan lifestyle tips, and information about our products, we will pique the interest of our community and maintain a connection with existing customers.

Website: We will establish an appealing website that highlights our brand, products, and commitment to a vegan lifestyle.

opting for our plant-based cheeses, they contribute to reducing greenhouse gas emissions and minimizing the environmental impact associated with traditional dairy production.

Food Enthusiasts and Culinary Explorers: those who enjoy experimenting with new flavors and culinary experiences. Yuki Cheeze provides them with an exciting opportunity to explore the world of vegan cheeses and discover innovative, plant-based alternatives.

brand. It includes creating compelling messaging, developing a strong brand identity, and utilizing various channels to reach and engage our target audience.

Collaboration with local influencers: We will form partnerships with local influencers and bloggers who share our values and have an interest in vegan cuisine. They will help promote our products to their own communities, boosting our visibility.

Budget 🌱

What costs do you expect to incur to realize your idea?
What are the costs?

50'000 CHF

- Production costs : related to sourcing high-quality plant-based ingredients, manufacturing equipment, production facilities, and labor.
- Research and Development: costs associated with experimenting with different ingredients, flavor profiles, and production techniques to ensure the highest quality and taste.
- Packaging and Labeling: Sustainable and eco-friendly packaging is an important aspect of our project.
- Marketing and Advertising: costs associated with creating marketing materials, developing a website, running social media campaigns, participating in food events, and collaborating with influencers or content creators.

Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?

Our idea of Yuki Cheeze contributes positively to the climate by offering a sustainable alternative to traditional cheese production. By utilizing 100% plant-based ingredients, we reduce the environmental impact associated with animal agriculture, which is a significant contributor to greenhouse gas emissions.

To measure and verify the impact of our sustainability efforts, we want to implement several practices:

- Life Cycle Assessment (LCA): We can conduct thorough life cycle assessments to evaluate the environmental impact of our cheese production process. This assessment considers factors such as energy consumption, water usage, emissions, and waste generation. LCA helps us identify areas for improvement and make informed decisions to minimize our carbon footprint.
- Carbon Footprinting: this allows to assess the greenhouse gas emissions associated with our entire value chain, from sourcing ingredients to packaging and distribution. This measurement enables to quantify our contribution to climate change and set targets for reduction.
- Third-Party Certifications: We seek certifications from reputable third-party organizations specializing in sustainability and environmental impact. These certifications validate our efforts and provide transparency to consumers, ensuring that our claims are backed by credible assessments.

Transparent Reporting: We want to provide detailed information about our environmental initiatives, goals, and achievements, allowing for accountability and feedback.

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

- Expand Distribution: By expanding our distribution channels beyond local markets in Switzerland, we can reach a broader audience and increase the accessibility of our vegan cheeses. This can include partnering with retailers, online platforms, and food delivery services to make our products available to customers in different regions.

- Innovation and Product Development: Continuously investing in research and development allows us to improve our existing products and introduce new and innovative options. This can involve experimenting with different flavors, textures, and varieties of vegan cheeses to cater to diverse consumer preferences and expand our product range.
- Foster Partnerships and Alliances: Collaborating with like-minded organizations, non-profits, and advocacy groups focused on sustainability, animal welfare, and climate change can amplify our impact. Through partnerships, we can collectively work towards a common goal, share resources, and leverage each other's networks to create a broader positive influence.
- Consumer Education and Marketing: Emphasizing the benefits of our vegan cheeses through targeted marketing campaigns and consumer education initiatives can help increase their appeal. This can involve highlighting their delicious taste, health advantages, and positive environmental impact to attract a wider audience and create a stronger demand for sustainable alternatives.