



Mission Model Canvas

Project title:

Tofu revolution

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Key Partners 🤝 - To meet our increasing demand for soy, we are looking for farmers who decide to grow soy in Thurgau. This way, we can ensure a regional value chain. - We are interested in cooperating with various retailers and restaurants (organic stores, butchers, bakeries, restaurants, etc.) who want to offer sustainable food. - We need customers who are passionate about our product and share our values, so that the Tofu Revolution can grow.	Key Activities 🏭 - Expand production - Expand and implement communication concept - Attract farmers for the cultivation of soy beans Key Resources 🏠 - The flair of being able to put an unpopular product in a new light. - A recipe for excellent tofu. - Great employees with a spirit of innovation and joy for the job.	Value Propositions 📦 Tofu has an image problem and we are here to change that. Our tofu consists of organic soy from Thurgau which makes it unbeatable in terms of sustainability. With our open and positive manner, we inspire tofu newcomers as well as connoisseurs. Vegetarians, vegans and meat eaters love our product. Measures are needed to protect the environment and climate. We are convinced that these can only be implemented with positive vibes. That's why we started the tofu revolution in 2021 and produce the Swiss tofu with taste. We offer vegan high-protein food that fits perfectly into Swiss cuisine.	Customer Relationships ❤️ You can't carry out a revolution just by yourself, we depend on support. People who are enthusiastic about our tofu and all its benefits are very important to us. We can always be found at events, tastings and trade fairs. We are also in close contact with the agricultural sector in order to promote soy cultivation in our area. Channels 📱 You find us on social media and we are very well connected to the startup scene and the Swiss food scene. We also do lectures about how food is related to sustainability (e.g. at trade fairs and schools).	Customer Segments 👥 - Meat eaters (who usually did not like tofu until now). - Vegetarians and vegans who appreciate high-quality tofu. - People who like to enjoy good food and appreciate quality and sustainability.
Cost Structure 💰 For the expansion of the production facilities as well as for a professional communication concept, we expect costs of CHF 50,000 to 100,000. As a young company, there are high initial costs until a profitable operation is established. In order to be able to offer good working conditions, investments are necessary.		Revenue Streams 💰 We sell our products to retailers and restaurants. We want to build a well-performing business, that can offer a good workplace with fair wages.		