

Key Partners🤝 Which persons and organizations can support your project and act as intermediaries? On the vendor side, our key partners include industry bodies such as GastroSuisse, representing a wide range of food establishments that could utilise GoNiña's service. We also aim to partner with more specific, food waste-related associations and movements like United Against Waste, which can provide us with valuable insights and networking in our efforts to tackle food waste. On the consumer side, we plan to work with environmental groups like ClimaNow and adjacent service providers (e.g. Mr. Green) that further GoNiña's ambition to change our everyday habits towards a more sustainable future. Collaborations with local influencers in food & lifestyle, as well as with universities and schools, allow us to reach a wider audience and instil the importance of reducing food waste in the wider societal fabric.	Key Activities🔄 What are the three main activities needed to create/realize your project? 1. Win consumers and instil a habit of saving food waste on a daily basis 2. Build deep & mutually beneficial relationships with food vendors 3. Develop & continuously improve a platform that vendors' & consumers' love Key Resources🔧 Which three skills and resources are central to the implementation of your idea? 1. Software development & data/ML and product management skills to build our platform across channels 2. Sales skills to win over vendors to join our fight against food waste 3. Marketing skills & capital to create awareness and excite consumers about GoNiña	Value Propositions📦 How do you explain your project to a stranger in 1 minute? With a third of the world's food wasted annually, contributing to 10% of global greenhouse emissions, food waste is a colossal problem. Current solutions, have significant limitations: prohibitive pricing for vendors and a sub-par user experience, leading to unnecessary food waste. GoNiña steps in to address these issues by offering fair pricing along with a leading user experience. More importantly, GoNiña is not just about managing existing food waste, but proactively preventing it. By leveraging AI for demand forecasting, GoNiña empowers vendors to better manage food supplies, thereby tackling food waste at its source. With GoNiña, we can create a zero waste, maximum taste future.	Customer Relationships💚 How do you actively involve your community in your project (beyond just looking/listening)? For vendors, we conduct regular interviews to identify needs & adjacent pain points and plan to facilitate an exchange of best practices regarding food waste reduction. For consumers, we're exploring initiatives such as a forum for sharing insights & initiatives or a consumer-to-consumer platform to easily share surplus food. Channels📺 What channels will you use to reach your community? How will the target group find out about your project? On the vendor side, we aim to win larger accounts via LinkedIn, while leveraging word of mouth & phone / email marketing for smaller ones. On the consumer side, we want to experiment with referrals and digital marketing strategies including social media (Instagram & Tik Tok), and collaborations with influencers.	Customer Segments👥 Who do you want to address with your idea or project? Who will jump at it? Name your main target groups. On the vendor side, we target restaurants, bakeries, and supermarkets that aim to minimise their food waste and associated financial losses. At first we plan to focus on small & mid-sized ones who suffer most from the shortcomings of existing solutions and benefit most from demand predictions. On the consumer side, we target eco-conscious individuals as much as consumers who may not be aware of the impact of food waste on our planet yet. At GoNiña, we believe the heart of a sustainable future lies in changing our everyday habits. Given this, we put great emphasis on increasing awareness and making it easy for consumers to form a habit around saving food waste. We expect our main customer group to comprise younger generations, especially students and young professionals.
Cost Structure💰 What costs do you expect to incur to realize your idea? What are the costs? We believe that it will take an estimated CHF 100'000 to realise GoNiña. Our main cost items are: 1. Marketing costs to create awareness about GoNiña and win consumers onto our platform 2. Software development costs to build & continuously improve our platform. We aim to cover as much as possible in-house at first, but will quickly need to hire more developers to add new features 3. Payment provider and infrastructure provider costs (e.g. Stripe for payments, AWS for infrastructure)		Revenue Streams🌱 1. Impact: What does your idea do for the climate? How do you measure/verify the impact? 2. Scaling/Expansion/Unfolding: How to increase the impact of your project? 3. Revenue streams: At first, we will charge vendors a variable fee on the meals sold. In the longer run, we plan to monetise our platform via our AI-powered demand forecasts and other innovative features. 1. <u>Impact</u>: Our impact will be measured by the amount of food waste prevented, which translates into a reduction in CO2e emissions. In our first year, we aim to onboard a total of 1'000 vendors. We estimate that this leads to a reduction in greenhouse gas emissions of approximately 750'000 kg of CO2e. 2. <u>Scaling/Expansion/Unfolding</u>: We are launching in ZH, but in time aim to expand to rest of CH & EU.		