



Mission Model Canvas

Project title:

Good Market

Created by:

Boaz Barcikowski

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Key Partners 🧡 Which persons and organizations can support your project and act as intermediaries? 1. Sustainability and environmental organisations 2. Farmers' associations and cooperatives 3. Gastronomy and food retail 4. Local government agencies and authorities 5. Sustainability-conscious consumers	Key Activities 🚀 What are the three main activities needed to create/realize your project? 1. Partnership with local farmers 2. Marketing and customer acquisition 3. Organise logistics and delivery Key Resources 🏠 Which three skills and resources are central to the implementation of your idea? 1. Financial resources 2. Technology and digital solutions 3. Networks and partnerships	Value Propositions 📦 How do you explain your project to a stranger in 1 minute? Good Market supports local farmers by buying surplus and optically imperfect vegetables in a fair way and offering them in the form of vegetable rescue boxes to local individuals or wholesale to food processors and restaurateurs. Our goal is to create a profitable solution for nature, farmers and consumers - less waste and less CO2 emissions. Every purchase contributes to how we manage our natural resources.	Customer Relationships ❤️ How do you actively involve your community in your project (beyond just looking/listening)? 1. Opportunities for participation (recipes, reviews, pick-up stations) 2. Feedback Channels 📺 What channels will you use to reach your community? How will the target group find out about your project? 1. Social media presence 2. Website and online presence 3. Word of mouth and recommendations 4. Events and trade fairs 5. Press relations and media coverage 6. Cooperation's and partnerships	Customer Segments 🧑🧑🧑 Who do you want to address with your idea or project? Who will jump at it? Name your main target groups. 1. Private individuals with an interest in sustainable nutrition 2. Gastronomy businesses and food processors 3. Sustainability and environmental organisations 4. Local farmers and growers
Cost Structure 💰 What costs do you expect to incur to realize your idea? What are the costs? 1. Procurement costs for vegetables, Logistics and delivery costs, Marketing and advertising costs, Technology and infrastructure costs, Salary costs, other costs, Reserves) 2. CHF 110'000.- p.a. only for Zürich (Current calculation)		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? 1. a. Reduction of greenhouse gas emissions, promoting local, sustainable agriculture, Minimizing the carbon footprint, Raising awareness of sustainable food b. Record quantity, CO2 accounting 2. We can expand our project to other cities and regions in Switzerland to reach a wider area of impact.		

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