



Mission Model Canvas

Project title:

Making Food Waste convenient

Created by:

Hängryfoods

Date:

10.07.2023

Key Partners 🤝

Which persons and organizations can support your project and act as intermediaries?

External advisors:

- Edi Müller, Foodward
- Claudio Beretta, ZHAW
- Melanie Bingelli, Runway

Prospective Partners:

- Swiss Food industry (Orior (Fredag), Fenaco (Frigemo), Mehr als Zwei)
- Swiss farmers (Fenaco, Schweizer Bauernverband)
- Logistic partners (Orior (Murpf))
- Retail and whole sale (Aldi, Migros)
- Swiss Gastronomy (ZFV, Migros, Lillys, Tibits)
- Swiss ready to eat producers (Shinshen, FELFEL)
- Swiss food research (ZHAW)

Key Activities 🛠️

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

- Creating an efficient supply chain to save food
- Source food waste from different partners
- Development of convenience and semi-finished products from food waste
- Sale of semi- finished products

Key Resources 🏠

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

- Network within the food save community
- Food waste from swiss farming and food industry (side streams and over production)
- Production partners, who produce the semi-finished products
- know how in food industry

Value Propositions 📺

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

We source rescued food from Swiss agriculture and the food industry, process it with the help of production partners into convenience products that we sell to the catering industry, ready to eat meal manufacturers and end consumers. By doing so, we provide Switzerland with a scalable solution for processing food waste and therefor lower the overall impact of the our food system.

Customer Relationships ❤️

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

- Active communication with customers through educational campaigns
- QR on packaging for full product transparency at retail
- Involvement of customers through social media and direct feedback

Channels 📺

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

- Advertising (print, social media, events)
- Collaboration with large community catering companies that use our products in their menus, thus increasing acceptance and visibility.
- Community building

Customer Segments 👥

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

B2B:

- Swiss gastronomy
- Manufacturers of ready to eat meals

B2C:

- People and families with limited cooking time (YUPPIES)
- Well educated and affluent people

Cost Structure 🍷

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

What are the costs?

- Costs of ensuring food safety (30'000 CHF)
- Development of product (tests, salary, ingredients, consumer tests etc.) (70'000 CHF)
- Customer acquisition (marketing, tastings) (40'000 CHF)
- Packaging development (design, functionality) (30'000 CHF)
- Total: 170'000 CHF

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?

Impact:

- Saving food reduces the environmental impact of the Swiss food system.
- Saving food saves a calculable amount of CO2 (in CO2 equivalent or UBP).

Scaling:

- More food can be saved by upscaling. This increases the impact. This will be achieved through: Product expansion, working with large contract manufacturers

Model by: Strategyzer (<https://www.strategyzer.com>). Adaption by: Clima Now (<https://www.climanow.ch>). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/)