



Mission Model Canvas

Project title:

Food Save recipe-generator

Created by:

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Key Partners 🤝 Which persons and organizations can support your project and act as intermediaries? Implementation: - Specialist partners in nutrition and sustainability - Implementation partners in the area IT and graphics - Support group from the target group of young people Financing: - Foundations - Other Partner	Key Activities 🚀 What are the three main activities needed to create/realize your project? 1. financing 2. technical implementation 3. operations and further development	Value Propositions 📺 How do you explain your project to a stranger in 1 minute? Food waste accounts for 25 percent of the environmental impact of the food system in Switzerland. In our project food waste in private households is prevented with a recipe generator and, at the same time, the recipes are intended to contribute to a balanced diet. The recipe generator is based on artificial intelligence. Users can enter the food they have in their refrigerator and a recipe will be created for it.	Customer Relationships ❤️ How do you actively involve your community in your project (beyond just looking/listening)? Group of young people who accompany the project and participate in selected sessions.	Customer Segments 🧑🧑🧑 Who do you want to address with your idea or project? Who will jump at it? Name your main target groups. Young people who are responsible for their own food in certain life situations.
	Key Resources 🏠 Which three skills and resources are central to the implementation of your idea? 1. financial resources 2. IT 3. graphics		Channels 📱 What channels will you use to reach your community? How will the target group find out about your project? Website: www.gorilla.ch marketing: - google ads - Instagram: Influencer / Paid posts	
Cost Structure 💰 What costs do you expect to incur to realize your idea? What are the costs? Expected costs: CHF 99'440.00 For: Clarification of technical implementation, Implementation, Operation, marketing and (ongoing) evaluation, project completion, elaborate follow up projects			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. The project contributes to the reduction of food waste in Switzerland. We can measure how many recipes are created by how many users 2. There are various possibilities. it can be extended technically, for example, by taking a photo of the contents of a refrigerator with a smartphone and creating a recipe directly from it. In addition, cooperation with providers such as Madame Frigo is conceivable in order to increase the impact.	