



Mission Model Canvas

Project title:

savori - Food managed.

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Key Partners 🤝

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

Food
blogs

Recipe
sites

Cook book
publishers

Influencers

Food
brands

Anti-food
waste
associations

Supermarket
chains

Key Activities 🛠️

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

Development

Marketing
& Sales

Partnership
building

Key Resources 🧰

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

working
MVP
app

Marketing

Content (in-
app &
social
media)

Value Propositions 📦

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

savori is a social cooking app that curbs food waste and incentivizes sustainable food choices. Users share their culinary creations, earning rewards for their mindful consumption decisions and fostering a sense of achievement. The app's community fosters exchange, offering users an insight into diverse eating habits. Additionally, savori's intelligent search function discovers recipes tailored to utilize leftover ingredients

Customer Relationships ❤️

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

rewards,
incentives

personalized
suggestions

community
exchange

Channels 📺

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

Paid
search

instagram

reddit

Local
stores
(flyers,
stickers)

Traditional
media

Customer Segments 👥

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

young
professionals

young
parents

students

Cost Structure 💰

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

People

Paid
search

Ads

Influencers

Infrastructure
(servers)

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?

Incentivize
sustainable
food
choices

Food
waste
reduction

Voluntary
membership
fees

Premium
membership
fees

Ads