The Business Model Canvas

Key Partners

- Distrubutors
- Payment System
- Volunteers
- Investors

Key Activities



- Health and hygiene inspection
- Payment infrastructure
- Distrubition service
- Acceptance and refund of returned products

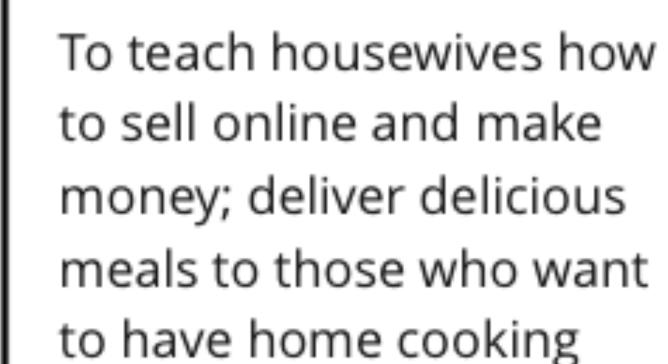
Key Resources



-Assistance

- -Developers
- -Volunteers
 - Distribution networks
 - Platform & analytics

Value Propositions



For Seller

- A platform as showcase
- Payment Channel
- Reliability
- Guidance/Learning
- Collaboration& communication w/other sellers

For Buyer

 Home cooked, healthy foods

Customer Relationships

Seller

- Self-Service
- Communities
- Self-Assistance

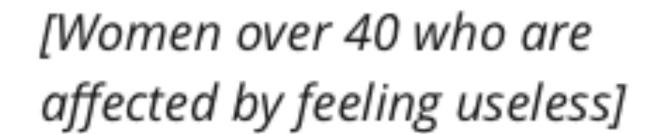
Buyer

Co-Creation

Channels

- Partner Indirect
- Application
- Ads
- Word of Mouth
- Facebook
- Linkedin
- Instagram

Customer Segments



- 1) +40 Housewifes who love cooking and know how to make people happy with mouthwatering food
- 2) Small businesses that want to reach large audiences
- 3) Home chefs

₽₽

Cost Structure

- R&D
- Technological infrastructure
- Design & Development
- Operations
- Promotion Cost
- Help&Support



Revenue Streams

- Advertising
- Subscription fee
- Comission rate
- Distrubution Services (Vale)





