








The Business Model Canvas

Designed for:

Designed by:

Date:

Version: 1

<p>Key Partners </p> <ul style="list-style-type: none"> • Distrubutors • Payment System • Volunteers • Investors 	<p>Key Activities </p> <ul style="list-style-type: none"> • Reaching women • Health and hygiene inspection • Payment infrastructure • Distrubition service • Acceptance and refund of returned products 	<p>Value Propositions </p> <p>To teach housewives how to sell online and make money; deliver delicious meals to those who want to have home cooking</p> <p>For Seller</p> <ul style="list-style-type: none"> • A platform as showcase • Payment Channel • Reliability • Guidance/Learning • Collaboration& communication w/other sellers <p>For Buyer</p> <ul style="list-style-type: none"> • Home cooked, healthy foods 	<p>Customer Relationships </p> <p>Seller</p> <ul style="list-style-type: none"> • Self-Service • Communities • Self-Assistance <p>Buyer</p> <ul style="list-style-type: none"> • Co-Creation 	<p>Customer Segments </p> <p><i>[Women over 40 who are affected by feeling useless]</i></p> <p>1) +40 Housewives who love cooking and know how to make people happy with mouth-watering food</p> <p>2) Small businesses that want to reach large audiences</p> <p>3) Home chefs</p>
<p>Cost Structure </p> <ul style="list-style-type: none"> • R&D • Technological infrastructure • Design & Development • Operations • Promotion Cost • Help&Support 		<p>Revenue Streams </p> <ul style="list-style-type: none"> • Advertising • Subscription fee • Comission rate • Distrubution Services (Vale) 		