The Business Model Canvas

Designed for:	Designed by:	Date:	Version:

Key Partners

Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS

Key partners

Participants recruitment via:

- NGO's
- Churches
- Schools
- Communityhouses
- Local government

Program

- Art teachers/ handicraft supervisors
- Trainers
- Local companies

Selling products/marketing:

- Local retailers
- Online platforms

Key Activities

Activities that should be undertaken:
- Develop marketing materials (flyers/posters/website) to recruit participants
- Create a team for the projectmanagement & empowerment training & teaching art class

Key Resources

The project needs:
- A workplace to produce the products;
- Materials & tools
- A place to sell (offline or online)
- A training room for the empowerment training & art class
- Computers for the website

Value Propositions

Participants:
- A safe place to grow self-confidence
- The opportunity to discover creative talents
- The opportunity to start a business together

Buyers:
- The shop offers original, one-of-a-kind products for a fair price
- By buying a product, you support women from local communities and help them to create a livelihood.

You get to meet the women in the shop and face to face, so you see and feel the impact of the project on their lives.

Customer Relationships

Participants:
- Personal relations build on trust.
- Participants are co-creators.

Buyers:
- Personal and more formal customer relations
- Customers can become members of the community

Channels

Participants: face to face contact (Church, communities, NGO's). Local newspaper & posters. And online via WhatsApp, telephone, Zoom, email.

Buyers: face to face contact in the community, shop & online via website, social media.

Customer Segments

Participants:

Nigerian women 18-25 yrs. Abudja region. Unemployed, low self-esteem, often have children. Little education and poor background.

Buyers:
Buyers of our products: middle class men/women from Nigeria in the age of 25+ who:
- Are from middle-class families and therefore, have money to spend
- Like original and locally produced products
- Want to contribute to local communities.

Cost Structure

Budget:
Activity costs:
- Marketing & website
- Training room & workplace
- Rent shop
- Materials

Man hours:
- Project-management
- Training & teaching art
- Sales
- Finances
- Communication

Etc..

Revenue Streams

- Sponsoring local companies in: cash/hours/expertise/materials
- Sponsoring by local organization of the workplace /classroom
- Funding by local or national government
- Funding by international donors
- Funding by community members
- Selling of the products

DESIGNED BY: Business Model Foundry AG
The makers of Business Model Generation and Strategyzer

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