












Business Model Canvas -

 <p>Key Partners</p> <ul style="list-style-type: none"> • Farmers • Retailers (especially Dansk Supermarked) • Ingredients forum 	 <p>Key Activities</p> <ul style="list-style-type: none"> • Turning potential food waste to food product • Extending shelf-life • Managing supply chain 	 <p>Value Propositions</p> <ul style="list-style-type: none"> • Making the customers feel like they are doing something good for the planet by helping them make a sustainable food choice when they buy a pack of Crazy Krisp's, since that is made from food waste. 	 <p>Customer Relationships</p> <ul style="list-style-type: none"> • Help our customers track how much food they have saved from getting wasted (print it on the packaging) 	 <p>Customer Segments</p> <ul style="list-style-type: none"> • Sustainability conscious people • Comfort food lovers
 <p>Key Resources</p> <ul style="list-style-type: none"> • Crisp factory • Flavouring ingredients • Undesirable looking fruit and vegetables 		 <p>Channels</p> <ul style="list-style-type: none"> • Supermarkets • Café's, bars, cinemas, etc. • WeFood, and businesses with a similar goal. 		

 <p>Cost Structure</p> <ul style="list-style-type: none"> • Buying ingredients • Setting up the factory 	 <p>Revenue Streams</p> <ul style="list-style-type: none"> • Retail sales
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 <p>Social & Environmental Cost</p> <p>Packing</p>	 <p>Social & Environmental Benefit</p> <p>192kg of co2 mitigated for 100kg of food saved</p>
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