



# The Business Model Canvas

## Key partners

**Members/Subscribers:** These are the heart of Compal, individuals who actively engage with the service, separating organic waste, and contributing to the composting process. They play a crucial role in the success of the initiative.

**Farmers:** Farmers are direct beneficiaries of Compal compost. While Compal provides them support and visibility they are our allies, delivering us with fresh organic products that we deliver to the costumers homes.

**Delivery service providers:** Responsible of the operations and logistics for delivering the compost bags and organic products to the user home while building strong relationships with suppliers which ensures the sustainability of the entire supply chain.

**Recruitment and education team:** Establishing new relationships with farmers by engaging with educational institutions and experts to spread awareness about waste management and composting. These partnership contributes to building relationships with new users while aiming towards a more environmentally conscious future generation

**Equipment innovation and support team:** Deliver new ideas and methods for the platform that drive value for the user, guaranteeing a friendly and accesible service.

**Employees:** The internal stakeholders, including executives, managers, and operational staff, contribute to the day-to-day functioning of Compal. Their dedication and alignment with the company's values are vital for its overall effectiveness. As well as workers at Compal's waste plant.

**Investors/Shareholders:** Investors and shareholders provide the financial support necessary for Compal's growth and expansion. They are crucial partners in realizing the company's mission and ensuring its long-term success.

**Media and Public:** Public perception and media coverage shape Compal's image and influence its success. Engaging with the media and the wider public fosters transparency, trust, and support for Compal's initiatives.

## Key activities

**Educating consumers:** Compal ensures that members are well-informed and empowered to make environmentally conscious decisions. Members get their education through the learning space on the App. Menawhile farmers joing Compal, have workshops at their local farms and events on their community.

**Transforming organic waste into compost:** Having the adequate machinery and logistics and operation to ensure the proper organic waste transformation into compost.

**Being the broker between users and farmers:** Collection of organic waste in costumers homes so it can be transported to Compal processing plant and transformed into compost which is later delivered to our allied farmers.

## Key resources

**Technology:** A user friendly app that educates users, facilitates waste collection scheduling, and tracks user engagement with rewards and notifications. Artificial intelligence to analyze user data, provide personalized recommendations, and optimize composting processes. Geographic Information System to optimize waste collection routes and logistics.

**Infrastructure:** Waste Collection Vehicles equipped for collecting organic waste from members' homes.Composting Facilities for processing and converting organic waste into compost.

**Permits and Licenses:** necessary permits and licenses for waste collection and composting activities.

## Key propositions

**Educational and Engaging Content:**Create interesting and informative content that educates users about the environmental impact of organic waste and the benefits of composting.

**User-Friendly Digital Platform:**Ensure that your digital platform is intuitive, easy to navigate, and visually appealing. Offering users an easy and motivating way to contribute to climate change from their home.

**Rewards:** Implement a reward system to make waste disposal a fun experience by offering tangible rewards redeemed in organic products of our allied farmers.

**Personalized Recommendations:**Utilize AI algorithms to provide personalized recommendations to users based on their waste disposal habits.Offer tips and suggestions on how users can further improve their composting practices or reduce their environmental footprint. Notification system to inform user when a new product is available in the garden.

**Community Building:**Foster a sense of community among users by highlighting user achievements and contributions to encourage a sense of pride and accomplishment

**Transparent Communication:** Keep users informed about the impact of their contributions. Share updates on the amount of organic waste diverted greenhouse gas emissions reduced, and other positive outcomes. Transparent communication of the organic products where users will now where was the product harvested, who was the farmer responsible of the crop and the amount of time the product took to grow.

**Surprise and Delight:** Surprise the user with different seasonal products and special offers.

## Customer relationships

**Permanently:** Personalized experience and support using artificial intelligence for addressing any questions or concerns our costumer might have

**Weekly:** In person service, for the collection of organic waste and the distribution and delivery of organic products

**Each trimester:** One on one farmers education to explain the benefits of compost, the different uses and the importance of organic waste disposal.

## Channels

**Digital Platform:** Develop a user-friendly mobile app that serves as the central hub for information, where active users get rewards for every friend that joins the Compal community.

**Social Media:**utilize popular social media platforms such as Facebook, Instagram and Tik Tok to engage with new users while running targeted ads or sponsored posts to reach a wider audience.

**Partnerships:** Collaboration with local businesses, schools, and environmental organizations to expand Compal reach.

**Word of Mouth:**Encourage existing users to refer Compal to their friends and family. By referral programs where users earn rewards for bringing in new members.

## Customer segments

**Busy urban workers:** immersed in the fast-paced urban lifestyle, values efficiency and convenience in daily tasks. Driven by a commitment to balance work and personal life, the busy urban worker seeks time-saving solutions and embraces innovations that simplify routines. Intrigued by health and wellness practices, they aspire to adopt environmentally friendly habits without compromising convenience. Motivated by the desire to improve overall well-being, this urbanite is drawn to initiatives that align with their personal and professional goals. The Compal membership resonates with this persona by offering user-friendly tools, convenient waste disposal services, and access to eco-friendly products, enriching their commitment to sustainable living while seamlessly fitting into their busy schedule."

**The Eco-Conscious Enthusiast** is a dedicated advocate for sustainability, actively participating in recycling and composting initiatives while supporting businesses that prioritize ethical and eco-friendly practices. Their goals include reducing waste, promoting composting in their community, gaining knowledge and skills in organic waste management, and connecting with like-minded individuals and organizations committed to environmental stewardship. The Compal membership appeals to them by providing access to educational materials on composting and waste management, opportunities to engage in community events and workshops focused on sustainability, and networking possibilities with other eco-conscious individuals and organizations. Additionally, the offering of discounts or rewards for eco-friendly products and services aligns seamlessly with their commitment to sustainable living.

**The Enthusiastic Farmer** is interested in organic farming methods. Committed to soil health and fertility, this farmer implements regenerative agricultural techniques, including crop rotation and cover cropping, to produce high-quality, nutrient-rich crops. Motivated by the desire to enhance farm efficiency and productivity, explore new technologies, and build relationships with like-minded individuals in the agricultural community, the Enthusiastic Farmer's goals include improving soil fertility naturally, reducing environmental impact, and building a resilient and profitable farm aligned with personal values. The Compal membership uniquely appeals to this farmer by incorporating composting into farm practices, providing an opportunity to improve soil structure and nutrient availability. By reducing reliance on chemical fertilizers the membership aligns with the farmer's commitment to sustainable agriculture. Collaboration with Compal offers access to high-quality compost made from organic waste, educational resources, and networking opportunities with other sustainable farmers and industry experts and visibility and recognition of the quality of their products.

