The Business Model Canvas

Key Partners
- Local CSAs (e.g., JBG, Tecolote Farm, etc.) including our class sessions as add-ons to their subscriptions
- Benefit to them: offer more to their members, retain more new members
- Benefit to us: reach new customers

Key Activities
- Customer sign-up
- Informing customers about class schedules
- Hiring/managing instructors
- Renting facilities
- Managing CSA farm relations, including payment for sign-ups

Value Propositions
- We help people adopt CSA membership and healthy local eating habits by teaching them what to do and how to cook using all the produce from their CSA produce.
- New CSA members can sign up for cooking classes for the length of their CSA membership term, whether a short 4-week course or a full 12-week season. People unwilling to commit to a full session can try out the classes as a drop-in.

Customer Relationships
- Our Solution: High barrier to entry for joining CSAs, due to uncertainties about how to cook and use up all the produce.
- Our Need: We help people adopt CSA membership and healthy local eating habits by teaching them what to do and how to cook using all the produce from their CSA produce.

Customer Segments
- Students & Teachers: Expect a supportive community relationship, with the business as facilitator
- Farmers: Expect a mutually beneficial relationship

Channels
- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- Which ones work best?
- How are we integrating them with customer routines?
- How are they integrated with the rest of our business model?

Cost Structure
- Costs of facility/equipment rental from local schools
- Costs of setting up and maintaining a website
- Costs of paying instructors

Revenue Streams
- customers are willing to pay for the value of improving their cooking skills and increasing their knowledge about food
- they currently pay for one-off cooking classes at a higher price point
- they are willing to pay graduated prices within a subscription model, with higher prices for higher flexibility/lower commitment

Key Resources
- CSA farm membership systems for customer and instructor recruitment
- Local schools for kitchen/equipment rental
- Instructors’ knowledge and skills for developing and running classes
- Communication systems (primarily email) for reaching customers and organizing classes

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