The Business Model Canvas

Designed for:

Designed by:

Participants:

Date:

Version:

14

Key Partners

Which Key Besources are we acquairing from partners? Which Key Activities do partners perform?

Key partners

Participants recruitment via:

- Local government

- Art teachers/ handicraft
- Local companies

Selling products/marketing:

- Local retailers
- Online platforms

Key Activities



Activities that should be

- (flyers/posters/website) to recruit
- Create a team for the projectmanagement & empowerment training & teaching art class

Value Propositions



Participants:

Buyers:

livelihood.

- A safe place to grow selfconfidence
- The opportunity to discover creative talents
- The opportunity to start a business together

- customer relations
- of the community

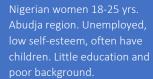
Customer Relationships

Personal relations build on trust.

Participants are co-creators.



Participants:



Customer Segments

Buyers:

- Personal and more formal
- Customers can become members

Channels



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

Buyers: face to face contact in the community, shop & online via

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
- Like original and locally produced products
- Want to contribute to local

Key Resources



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

You get to meet the women in the

- The shop offers original, one-of-

- By buying a product, you support

women from local communities

and help them to create a

a-kind products for a fair price

shop and face to face, so you see and feel the impact of the project on their lives.

Cost Structure

Budget:

Activity costs:

- Marketing & website
- Training room & workplace
- Rent shop
- Materials

Man hours:

- Training & teaching art
- Sales



Revenue Streams



- 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













