## KEY PARTNERS

SUBSCRIBERS

TECHNOLOGY PARTNERS

- FabLab
- Software development firm

THIRD PARTIES

- Delivery Partners
- Bio-material providers
- SEO agencies
- Payment methods (Visa, PayPal, Mastercard)

COMMUNICATION FIRM

INSTITUTIONS

- Local Institutions (ex. Slow Food association)
- Municipalities
- Veneto region
- National and sovranationl Institution (EU)

FUTURE PARTNERS
- Researchers
- Food Processing facilities

## KEY ACTIVITIES

- Online Marketplace
- Hub Management (Aggregation, distribution and marketing)
- Storage procedures
- Logistics operations
- Retail/pick up point
- Cooperative management
- Arrange social and food events

FUTURE ACTIVITIES
- Processing products

## KEY RESOURCES

PERSONNEL
- Lagoon fisherman
- Hub employees (warehouse worker, box handler, bookkeeper, logistic managers)
- Communication team

TECHNOLOGY
- IoT technology (smart scales, platform architecture..)
- Data collection and analytics

RAW MATERIALS
- High quality food (fish)
- Biomaterials (to experiment with)
- Renewable energies (solar power)

CERTIFICATIONS

FUTURE RESOURCES
- jellyfish as novel food

## VALUE PROPOSITION

Actually lagoon fisherman and their work and traditional crafts risk to disappear because of enviornmental problems. Moreover, they are invisible to others as the value chain is too long and operative cooperative seem not to take care of their interests.

We want to establish a new cooperative to empower and reward fishermen's work as it should be

- it **guarantees economic incomes** for lagoon fishermen against unpredictable externalities (for example: gelatinous species invasions, increases in gasoline prices..)
- it provides a closer relationship between producer-consumer through a **shorter supply chain**
- it enables **local purchase** by providing a **traceability** and **transparency** about the food source
- it is a sustainable idea of business because it is based on **collaborative consumption** and **co-creation processes**
- it creates a **fair level playing field** which enable lagoon fishermen to compete against the current main fish producers

## COSTUMER RELATIONSHIP

*We aim to create a sustainable mind oriented people network in which relationship based on* **trasparency**, **trust** and **shared responsability** are built.

*We will build and grow it offering*
- Best customer experience service as possible through a real-time and personal assistance both virtually and physically
- Engagement: we will make sure that people feel part of something that creates value

## CHANNELS

- Phisycal Hub location
- Website
- E-commerce
- Word of mouth
- Delivery services
- Online and offline advertising (Social Media, newsletter, TV programmes)
- RUNTS (ItalianThird Sector National Register)

## COSTUMER SEGMENTS

LOCAL LAGOON FISHERMEN

RESTAURANT OWNERS

PRO-ACTIVE CITIZENS
- people who *want to preserve the ecosystem they live in*

GREEN BUYERS
- people who *prefer quality over quantity and are looking for sustainable produtcs*

FUTURE PARTNERS
- Personal chef
- Larger food services (such as school dining hall)

## COST STRUCTURE

ONE SHOT INVESTMENT
- Manufacturing infrastructure (*Physical Hub*)
- Platform development
- Cost of materials (*smart scale*)
- IoT technology (sensori, etc.)
- Legal costs for the establishment of a new cooperative

FIXED COST
- Employees (*also Fishermen*)
- Service maintenance (*Hub, platform, smart scale, fridges, Server and platform domain*)
- Packaging costs
- Energy (*the aim is the energy self-sufficiency*)
- Delivery services
- Taxes

## REVENUE STREAMS

- Fish sale
- Subscription Models (locals)
- Street food and social events
- Sponsorship and partnership
- Public and private investments
- National and European calls for tenders (PNRR)
- Equity crowdfunding

NOOE

## ECOLOGICAL VALUE PROPOSITION

- Enhance a sustainable way of fishing (thanks to the LEK)
- Environment safety trough a km0 supply chain in order to reduce gas emission
- Sustainable energy self-sufficiency by taking part in a Energy Community
- Reduce the environmental footprint by using re-usable and biodegradable materials
- Avoid food waste by re-distributing the surplus stocks of fish to subscribers
- Support the revolution of green platformisation

## SOCIAL VALUE PROPOSITION

- Preserve and promotion local traditions and environment (LEK) by supporting lagoon fisherman economically
- Create **job opportunities**
- Educational goals: we are focused on **spreading conscious consumption** by teaching younger generation the value of traditional crafts and by educating elder generation to a **more conscious consumerism** providing them the possibility to buy verified local food
- Create **community** through collaborative consumption
- **Open Source Philosophy** in Platform Mangement