

# The Business Model Canvas

Designed for:  
College Students Demanding Delicious  
Protein Supplements

Designed by:  
Allison, Noor, Nidhi, Ian, Evan,  
& Scarlett

On: **11/24/15**

Iteration # 4

## Key Partners

- Our key partners are Universities (specifically Ohio State). The Lantern, student newspaper and signs across campus would serve as our advertising
- Our key suppliers will be grocery stores for main ingredients, and Optimum Nutrition for protein powder.
- OSU would enable the use of their property and implementation of student meal plans.
- The key resources we would consistently be receiving would be ingredients.
- Start- up costs such as the cart and equipment would need to be bought with money from investors.

## Key Activities

- Our proposition requires the use of University property and student meal plans.
- The primary distribution channels will be through the local food cart stationed at the university, which will communicate directly with the customers and collect revenue.

## Key Resources

- The key resources needed are ingredients (flour, chocolate, butter, sugar, etc)
- These will be supplied by food vendors that meet our needs, shipped from the warehouse, and housed in the food trucks.
- The revenue stream will be from investors that support our value proposition, and later customers that demand our product.

## Value Propositions

- We are providing personalized treats that can also supply protein.
- What is added in the filling and how much protein powder is up to the consumer.
- There will at least two types of cookie doughs; one protein filled, and a normal chocolate chip cookie dough
- The bundles we offer are tailored towards specific nutritional goals (i.e. Protein Powder for Muscle).
- The goal is to meet the needs of those with specific preference for cookies such as wanting additional protein.

## Customer Relationships

- The customer expects the food to be in a clean environment, safe to eat, and of high quality.
- They expect a friendly relationship to the food cart employees and a transparent relationship toward what they're eating.
- They are the prime source of revenue and the only thing that can keep the business alive.

## Channels

- Our customers will primarily be reached and tended to by the food cart
- Surveys and food samples are conducted to determine what to add or remove from the product line as well as what its valuation
- We have already determined that vegan options are no longer necessary, and that people like raw cookie dough

## Customer Segments

- Body Builders
- Those who need another way to get their protein (e.g. vegetarians)
- People that just enjoy eating desserts
- People that like raw cookie dough
- People that will spend extra time specializing a dessert and pay in a profitable margin.

\*Currently geared towards college students that fit into the top categories

## Cost Structure

- The most important costs in our business model are ingredients, staff, cart, cooling equipment, paper products, and advertising.
- The most expensive key resources are likely to be the start up costs such as the cart and all required cooling and assembling equipment.
- The things that will be most expensive are energy for cooling, the ingredients, employee salaries, and advertising.

## Revenue Streams

- Our customers currently pay elevated costs for foods if the advertising suggests that they are getting a revolutionary product that matches their preferences.
- Those interested in building muscle would want the cart close to a gym.
- We would expect the bulk of our revenue to come from investors at the onset of the business, and later from the customer base.