

SBIC, PART J: BUSINESS PLAN & CANVAS

Team or Company Name:
LovEco

Date:
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<p>Key Partners Who are our Key Partners? Who are our Key Suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <ul style="list-style-type: none"> • Our partners: NGO “Ekokraty”, NGO “Voice”, Building company “Elmas”, • Key Suppliers: Building company “Elmas” (repairing, building, etc), Freelance IT specialists, NGO “Voice” • Key partners’ resources: IT, building, repairing materials, clients (especially refugees) • Key partners’ activities: IT, building, repairing, deliver customers 	<p>Key Activities What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>Our key activities: ecological promotion, help for refugees</p> <ul style="list-style-type: none"> • Distribution channels: NGOs, ecological entrepreneurship 	<p>Value Proposition What value do we deliver to the customer? Which one of our customer’s problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <ul style="list-style-type: none"> • We deliver to customer the value to be careful with the nature and its resources. • The problem of temporarily accommodation for refugees we are helping to solve • Refugees can get: a free accommodation, eat ecological products, for tourists we offer clean and energy-effective environment during their stay. • We satisfy customers need to live in clean and non-harmful environment and to have accommodation even in the most difficult situations. 	<p>Customer Relationships What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <ul style="list-style-type: none"> • Refugees expect to have a free service, tourists need the innovative product and qualified. We establish the type of relationship to satisfy the both sides. Anyway, the rest of our business model has flexible conditions to make them appropriate for every customer. 	<p>Customer Segments For whom are we creating value? Who are our most important customers?</p> <ul style="list-style-type: none"> • We create value for refugees and eco conscious tourists who visit Ukraine. • All our customers are important for us. Especially those who have difficult life circumstances.
	<p>Key Resources What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <ul style="list-style-type: none"> • The key resources we need: money, qualified employees, qualified energy-effective equipment. • Our distribution channels are closely working with the customers. • Our revenue streams depend on season and world events. 		<p>Channels Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <ul style="list-style-type: none"> • Our channels: NGOs, media, friends • The best working are NGOs relations. Media is the most expensive but the less effective. And meanwhile NGOs are our customer routines. 	

Cost Structure

What are the most important costs inherent in our business model?

Which Key Resources are most expensive?

Which Key Activities are most expensive?

- The most important costs inherent is energy-effective equipment.
- And it's the most expensive one.
But the paying salary for employees during the whole time seems to be the most expensive part of budget. Also repairing works are not cheap.

Revenue Streams

For what value are our customers really willing to pay?

For what do they currently pay?

How are they currently paying?

How would they prefer to pay?

How much does each Revenue Stream contribute to overall revenues?

- Our customers are ready to pay for ecological and energy-effective environment during their trip/staying. There are not only cash or credit card ways to pay but also by services. Refugees mostly prefer to pay in this last way. Tourists use credit cards.
- This type of payment (by services) bring new resources into our business: new workers, new ideas, etc. Cards and cash from the tourists are our main sources of income.