

BUSINESS MODEL Leaflets



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@COFRESH_H2020



/company/co-fresh

Introduction

The CO-FRESH project proposes a portfolio of **7 innovative, sustainable, and competitive business models** in agri-food value chains, considering the three pillars of successful companies' value creation and capture strategies:

- a) value proposition,
- b) collaboration dynamics, and
- c) firms' dynamic capabilities.

These business models were selected based on their commercial potential and opportunity to enhance EU value chain resilience.

Development of a new meat analogue with faba beans from the Netherlands: Frozen Burger



Low processed fababean burgers caters to a specific customer segment, primarily food enterprises seeking to bolster their competitive edge in the plant-based product market. Anchored in robust consumer demand analysis, we deliver a technologically advanced product: low-processed Favabean burgers. Researchers, raw material suppliers, food developers are apart of this innovation

Discover our Fava Bean Burgers: A delicious, sustainable, and healthy alternative to beef. Packed with flavor and nutrition, they're perfect for eco-conscious foodies.



Customer segmentss

- Caterers
- Restaurants
- Small local organic stores
- Wholesalers



Market Channels

- Direct contacts
- Partners' channels
- Trade shows



Key activities

- Processing factory
- Customers acquisition
- Targeted advertisement campaigns

COLLABORATIONS

The collaboration with auditors to ensure strict adherence to quality control regulations and meticulous documentation of lab activities. Ingredient suppliers play a pivotal role by providing essential components for our burgers, including fava beans, plant proteins, and natural flavors. Research and development organizations are key partners, enabling us to harness expertise in product development, recipe testing, and insights into emerging trends. We also collaborate with distribution and logistics companies to ensure efficient and effective market reach.



- **Key ressources**
- **Food processing.**
- **Customer recruitment**
- **Human resources.**



Customers relationships

- **Improving Market Offer: Ensuring our products meet and exceed market expectations.**
- **Enhancing Quality and Nutritional Value: A commitment to continuous improvement.**
- **Establishing Long-term Customer Relationships: Fostering recurring interactions.**
- **Increasing Availability of Local Bean-Based Plant-Based Burgers: Addressing growing demand.**

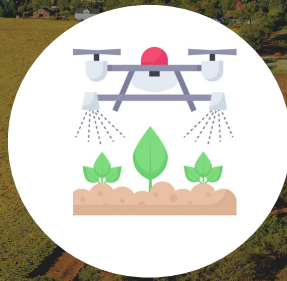
REVENUE STREAMS

Revenues primarily comes from product sales of our Low Processed Fava Bean Burgers to caterers, restaurants, and food service providers. We also generate income by licensing our production process and offering consultancy services related to marketing, product positioning, and food quality expertise

COST STRUCTURE

The cost structure encompasses variable costs related to ingredients, combining fixed and variable costs for processing, packaging costs adapted to production volume and sustainability goals, essential marketing and sales costs for customer acquisition and revenue generation, primarily fixed costs associated with human resources, factory costs covering rent, utilities, and maintenance, and potential revenue sources through licensing fees to other businesses.

Smart irrigation system



The smart irrigation business model offers an innovative solution for efficient and sustainable water management across agriculture, landscaping, and industry. Centered around a Smart Irrigation System, it uses technology to adjust watering schedules based on real-time data, saving water and optimizing crop health. The model serves diverse customers such as farmers, landscapers, and industrial facilities, providing services from installation to ongoing support.

Researchers, IT developers, and farmers are apart of this innovation

Our core value is a Smart Irrigation System that optimizes water use with weather and soil data. We provide controllers, sensors, setup, monitoring, and support for effortless, efficient irrigation.



Customer segmentss

- Industrial facilities
- Farmers
- Cooperatives, landscaping businesses, and municipalities



Market Channels

- Direct marketing to end users.
- Partners' channels
- Trade shows



Key activities

- Research and development of new irrigation technology and software
- Design and manufacturing of irrigation ICT equipment and sensors
- Sales and marketing to promote and sell products

COLLABORATIONS

Our collaborative efforts extend to landscaping and lawn care companies, government agencies promoting water conservation, auditors ensuring quality control, and research and development organizations contributing to crop yield optimization. From these partners, we gain agronomic expertise, compliance with hygiene standards, and essential components for our irrigation system.



- **Key ressources**
- **Contact management**
- **Client interaction tracking**
- **Database management**
- **Knowledge management. Security management**



Customers relationships

- - **Direct sales and marketing to customers.**
- - **Offering installation and maintenance services.**
- - **Providing ongoing customer support and technical assistance.**

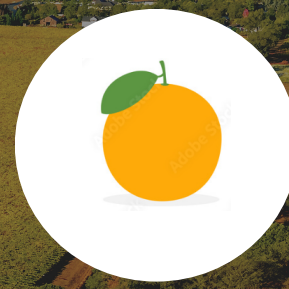
REVENUE STREAMS

Revenue streams encompass Product Sales, Licensing and Subscriptions, Installation and Maintenance Services, Customization and Integration projects, Consulting and Training services, and Data Analytics and Reporting tools. This diversified revenue model ensures financial sustainability and caters to the diverse needs of our customers.

COST STRUCTURE

The most significant cost involves personnel expenses for hardware and software engineers. While predominantly fixed, these costs align with our continuous commitment to system upgrades, research and development, versioning, and support. We allocate costs across various projects, harness economies of scale, focus on accessible markets, and maintain cost-effective service delivery.

New beverage from clementine juice for other consumption moments including ingredients produced from Clementine juice subproducts



This innovation is all about Clementine Juice, a sustainable beverage created from clementine by-products. It's eco-friendly, nutritious, and supports local communities, making it a unique and valuable choice for both consumers and businesses.

Researchers, FOOD labs, and farmers are apart of this innovation

“ Experience our innovative and sustainable Clementine Juice, crafted from by-products. We're eco-friendly, nutritious, and community-focused ”



Customer segmentss

- Industrial facilities
- Food companies
- Retailers



Market Channels

- Direct marketing to end users.
- Partners' channels
- Trade shows



Key activities

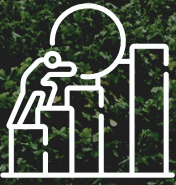
- Research and development of a new beverage using clementine by-products.
- Consumer research on the willingness to drink clementine by-products.
- Sales and marketing to promote and sell products.
- - Installation and maintenance services for equipment.

COLLABORATIONS

Key partners include a Food Scientist, Supply Chain Manager, R&D Manager, Quality Assurance Manager, Marketing Manager, Packaging Designer, Sales Representatives, Operations Manager, and Sustainability Manager, all vital for our seamless clementine beverage production and promotion.



- Key ressources
- Contact management
- Client interaction tracking
- IPR management
- Knowledge management. Security management



Customer relationships

- Direct sales and marketing
- Offering consultancy and communication services.
- Providing customers with new products .

REVENUE STREAMS

Revenue streams are diversified, with the core coming from the sales of Clementine By-Product Juice. We also offer customization options for specialized beverages, catering to unique consumer preferences and expanding our income sources, demonstrating our adaptability and commitment to market demands.

COST STRUCTURE

The cost structure includes personnel, manufacturing, equipment, marketing, sales, installation, maintenance, and research and development expenses. These resources are managed efficiently to uphold our product excellence and competitiveness.

Development of a new meat analogue with faba beans from the Netherlands: Fermented meat alternative product (Tempeh)



Our Faba Bean Tempeh business thrives on the potential of faba beans, offering a versatile and nutritious protein source. Explore our key elements, from partnerships to profits. Let's get started
 Researchers, FOOD labs, and farmers are apart of this innovation.

Elevate your protein game with our exceptional faba bean tempeh —packed with nutrients, allergen-free, and bursting with a nutty, versatile flavor for health-conscious consumers seeking innovation and sustainability



Customer segmentss

- Industrial facilities
- Food companies
- Retailers
- Restaurants and foodservice providers



Market Channels

- Direct marketing to end users.
- Partners' channels
- Trade shows



Key activities

- Research and development of a new prodcut.
- Consumer research on the willingness to eat plant-based prodcuts.
- Sales and marketing to promote and sell products..

COLLABORATIONS

Our success relies on key partners who ensure top-quality faba beans, drive innovation, supply essential equipment, eco-friendly packaging, certification support, financial backing for growth, and effective marketing to reach a wider audience.



- **Key rессources**
- **Raw materials.**
- **Production Facilities and Equipment.**
- **Technological Tools and Software,**
- **Research and development capabilities.**
- **Supply Chain Network, financial resources.**



Customers relationships

- **Direct sales and marketing to customers.**
- **Offering installation and maintenance services.**
- **Providing ongoing customer support and technical assistance.**

REVENUE STREAMS

The innovation generates revenue through a variety of streams. Firstly, income derives from direct sales. Another revenue source stems from providing consulting services focused on optimizing the tempeh production process for our clients. Quality assurance and testing services contribute to revenue, ensuring the consistency and safety of our products. Lastly, the expertise in recipe development and product innovation is monetized through consulting and licensing agreements, offering customized solutions to meet the unique needs of our partners.

COST STRUCTURE

The cost structure includes expenses for raw materials (faba beans), production facilities and equipment maintenance, research and development, supply chain management, financial resources, human resources, and various operational needs

Digitization of services for the use of fertilisers according to online measurements (N, P, K) and soil needs (pH)



Revolutionize agriculture with our digital solution: Soil sensors and IoT technology empower farmers to make data-driven decisions, optimize resources, and boost crop yields. Explore FINT's game-changing business model

Researchers, labs, ICT engineers and farmers are part of this innovation

“Our cutting-edge digital solution optimizes fertilizer use and soil pH control for efficiency and sustainability. Real-time data empowers smart decisions, reduces waste, and boosts profitability. It's agriculture, reimagined.”



Customer segmentss

- Industrial facilities
- Farmers
- Retailers
- Agronomists and Crop Consultants



Market Channels

- Direct marketing to end users.
- Partners' channels
- Trade shows



Key activities

- Research, Design and Development of hardware and software,
- Data Collection and Analysis,
- Data quality validation
- Decision Support and Guidance
- Remote Accessibility and Control
- Continuous Improvement and Adaptability.

COLLABORATIONS

Key partners are vital to our success. We work with input suppliers, tech providers, retailers, research institutions, and data experts to ensure a stable supply, cutting-edge technology, wide accessibility, scientific validation, and data accuracy for effective soil management



- **Key rессources**
- **Technological Tools and Software.**
- **Research and Development Capabilities.**
- **Supply Chain Network.**
- **Financial Resources.**



Customers relationships

- **Responsive Communication**
- **Personalized Support**
- **Training and Education**
- **Trust and Reliability**

REVENUE STREAMS

The solution generates revenue through various channels. Hardware sales involve selling soil sensors and related component. Subscription-based models offer flexibility with subscription plans or licensing fees for access to the digital solution. Support and maintenance services generate revenue by providing ongoing assistance. The provision of digital transformation consultancy services to organizations looking to adopt digital technologies in agriculture contributes to revenue.

COST STRUCTURE

The cost structure includes expenses for research and development, hardware production, software development, sensor maintenance, customer support, distribution, data management, updates, administrative overhead, sales efforts, and legal compliance

Valorization of Clementine residues: production of bioactive ingredients



Our value proposition is threefold: sustainable clementine residue utilization reduces waste and boosts profitability; bioactive compounds cater to health-focused industries; and eco-friendly production aligns with growing consumer demand for sustainability and social responsibility

Researchers, labs, and food-industries are part of this innovation

Unlocking the hidden treasures of clementine residues: Boost profits, health benefits, and sustainability all in one package. Join us in the eco-friendly revolution that turns waste into wonders, sets your brand apart, and satisfies conscious consumers



Customer segmentss

- Food and beverage manufacturers
- Agricultural and biotechnology companies



Market Channels

- Direct marketing to end users.
- Partners' channels
- Trade shows



Key activities

- Product development and innovation.
- Quality assurance and control.
- Customer service and support.
- Supply chain management.
- Marketing and communication.

COLLABORATIONS

Key partners drive our mission's success. Clementine suppliers provide raw materials, R&D institutions offer expertise, tech providers assist with extraction, quality control labs ensure safety, manufacturing partners support production, and distribution/sales partners broaden our reach



- **Key resources**
- **Raw materials**
- **Production Facilities and Equipment**
- **Technological Tools and Software**
- **Supply Chain Network**
- **Financial Resources.**



Customers relationships

- **Responsive Communication**
- **Personalized Support**
- **Training and Education**
- **Trust and Reliability**

REVENUE STREAMS

The revenue streams are diverse, reflecting the value we offer to our customers and partners across various industries. These revenue sources include bioactive ingredient sales, subscription-based models for ongoing supply, support and maintenance services, consultancy services for sustainable practices, customized product development, licensing of intellectual property, and value-added services such as training programs and educational resources. By diversifying our revenue streams, we create a robust and sustainable business model that can adapt to the evolving needs of our customers and the market, while also mitigating risks associated with relying solely on one source of income

COST STRUCTURE

The cost structure encompasses various elements that contribute to the sustainability and success of our operations. Firstly, raw material costs are incurred in sourcing clementine by-products, which are essential to extraction processes. Technological tools and software facilitate data analysis, quality control, and product development. Research and development (R&D) efforts are fundamental to the continuous improvement and innovation. Managing our supply chain efficiently, including logistics, transportation, and storage, incurs associated costs. Marketing and communication expenses are essential for promoting products and raising awareness. Continuous improvement efforts ensure the enhancement of processes.

Development of a new meat analogue with faba beans from the Netherlands: Do it yourself kit



This Fava bean falafel business model is designed to harness the potential of fava beans and transform them into a versatile and nutritious protein source: fava bean falafel. As we explore the nine key elements of the Business Model Canvas, you'll gain insights into how our business operates, from key partnerships and resources to value proposition, customer segments, revenue streams, and cost structure. Let's delve into the details. Researchers, labs, and food-industries are apart of this innovation.

“Unlock the power of fava beans with us! Dive into our business model to see how we create versatile, nutritious fava bean tempeh that's changing the game”



Customer segmentss

- Food manufacturers
- Agricultural and biotechnology companies
- farmers
- Restaurants and foodservice providers



Market Channels

- Direct marketing to end users.
- Partners' channels
- Trade shows



Key activities

- Product development and innovation.
- Quality assurance and control.
- Customer service and support.
- Supply chain management.
- Marketing and communication.

COLLABORATIONS

Our success is built on key partnerships: suppliers for high-quality beans, R&D labs for innovation, equipment manufacturers, eco-friendly packaging suppliers, certification partners, financial backers for growth, and marketing experts to boost visibility.



- **Key rессources**
- **Raw materials**
- **Production Facilities and Equipment**
- **Technological Tools and Software**
- **Supply Chain Network**
- **Financial Resources.**



Customers relationships

- **Responsive Communication**
- **Personalized Support**
- **Training and Education**
- **Trust and Reliability**

REVENUE STREAMS

Income derives from sales of our fava bean falafel , catering to the demand from food manufacturers, restaurants, and retailers. We also offer starter kits and ingredient supply packages, facilitating the production of tempeh by other businesses. Another revenue source stems from providing consulting services focused on optimizing the tempeh production process for our clients. Quality assurance and testing services contribute to revenue, ensuring the consistency and safety of our products. Lastly, our expertise in recipe development and product innovation is monetized through consulting and licensing agreements, offering customized solutions to meet the unique needs of our partners

COST STRUCTURE

A significant portion of expenses is attributed to the procurement of raw materials, primarily faba beans. Production facilities and equipment maintenance costs are vital to ensure the continuous operation of facilities. Investment in technological tools and software drives research and development efforts and maintains our competitive edge. Supply chain management costs ensure the efficient flow of resources. Human resources are essential for production, equipment maintenance, and managing the supply chain. The ongoing supply of raw materials, customer database management, CRM software, communication channels, customer support resources, and mechanisms for gathering and analysing customer feedback collectively contribute to our cost structure.