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?

Partners to reach segment 1

 Leading and influencing chefs, one or a few more for each country (i.e. Cracco for Italy, Redzepi for Denmark)

Partners to reach segment 2

 International and local institutions to promote more sustainable lifestyle and food habits

Partners to reach segment 3

Global institutions and NGO working in developing countries to defeat hunger and foster sustainable development (i.e. FAO, UN)

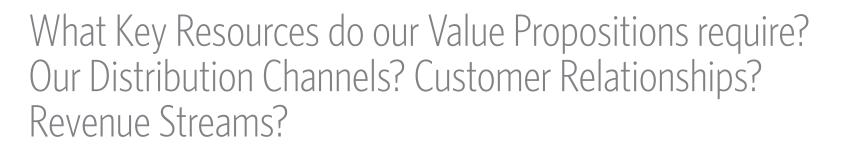
Key Activities



What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?

- Problem Solving Platform/Network
- Design and production of LEPSIS
- Renting and maintenance service of LEPSIS
- Creating awareness campaign about eating insects benefits for people and the planet

Key Resources





- Designer original ideas (Mansour Ourasanah)
- Materials and means for production
- Start-up investors
- Communication agency



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?

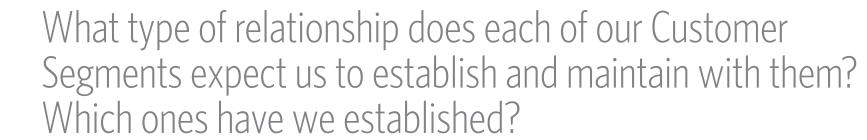
"Getting the Job Done Brand/Status

The meat-based diet uses an excessive amount of resources in the production. This not only puts a challenge on feeding the world growing population, but also is responsible for 30% of the CO2 emissions. In the next future, it is likely we need to change our eating

With its neat design and easiness of use, LEPSIS can be a central part of that transformation. LEPSIS can help people see insects as a viable part of their everyday diet. This means no land use, no CO2 emissions and cheap and good proteins always available in everybody's kitchen.

LEPSIS will not only give people a way to reduce meat consumption. Besides the healthy and nutritious protein supplement, LEPSIS will give them the intimate joy and of growing their own food and independence.

Customer Relationships (1)

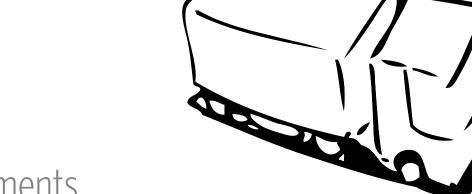


How are they integrated with the rest of our business model? How costly are they?

Personal assistance Dedicated Personal Assistant Automated Service

- Creating lifelong information network with costumers
- 2 years warranty with free maintenance for the product
- priority helpline for questions
- Creating and managing an online global community where the three costumer segments can communicate

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?

- Online webshop and referral website

- Physical visibility and tasting experience at resturants

- Costumer contact through partners' network

Customer Segments

For whom are we creating value? Who are our most important customers?

Mass Market Segmented Multi-sided Platform

Segment '

Worldwide chef/restaurants/food labs already familiar with insects or willing of experiment with insects

Segment 2

Educated middle-class wealthy people both from Western countries (progressive and environmentally friendly approach) and from areas where entomophagy is a norm.

Segment 3

Groups of adult people and children in developing countries suffering from hunger and malnutrition.

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?

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)

Economies of scope

Approximate cost structure per item

Production 30%

Marketing and communication 20%

Maintenance and assistance 15%

Taxes 20%

Margin 15%



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?

Lending/Renting/Leasing

Customer segment dependent

Negotiation(bargaining) Yield Management

Revenue stream for segment 1 3-6 months leasing contracts (higher price segment).

Revenue stream for segment 2 Leasing contracts to private households at a conventional How much does each Revenue Stream contribute to overall revenues? price (lower than segment 1). Buying option after leasing period.

> Revenue stream for segment 3 NGO community projects investments

- Recipes and 'how to' educational courses and resources

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