











Business  
Model  
Canvas

ชื่อกลุ่มเทคโนโลยี:

ชื่อทีม: 

<div>Key Partners </div> <div><div>R&amp;D partners</div><div>Law firm</div><div>Biorefinery plant</div><div>Raw mat supplier</div><div>Marketing/PR agencies</div><div>Logistics / distributors</div></div>	<div>Key Activities </div> <div><div>R&amp;D</div><div>IP Protection</div><div>Production</div><div>Marketing &amp; Sales</div><div>Branding</div><div>Delivery</div></div> <div>Key Resources </div> <div><div>R&amp;D Team</div><div>IP (Patents, Trademark)</div><div>Production Facilities</div><div>Marketing &amp; Sales Team</div><div>Brand</div><div>Warehouse</div></div>	<div>Value Propositions </div> <div><div>Tap into growing markets of conscious consumers</div><div>Be in the ESG trend and increase reputation of the brand. Get attention from consumers, stakeholders, and society.</div><div>Credited for reducing carbon footprint aligning with global trends and corporate goals.</div><div>Stabilize the supply chain. Be the alternative to cow's milk.</div></div>	<div>Customer Relationships </div> <div><div>Direct salesperson</div></div> <div>Channels </div> <div><div>B2B direct sales</div></div>	<div>Customer Segments </div> <div><div>F&amp;B producer</div><div>Chain cafe &amp; restaurant</div></div>
<div>Cost Structure </div> <div><div>R&amp;D Cost</div><div>IP Registration</div><div>Production Cost</div><div>Marketing &amp; Sales</div><div>Branding</div><div>Logistics</div></div>			<div>Revenue Streams </div> <div><div>Product Sales</div></div>	