

# BUSINESS MODEL CANVAS

Designed For: Fab Academy

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## KEY PARTNERS

Research and Development: Continuously improving the dryer design and exploring alternative heat generation sources.  
Manufacturing and Assembly: Producing and assembling the modular dryers.  
Marketing and Sales: Promoting the product and managing sales channels.  
Customer Support and Training: Providing support and training to customers.  
Quality Control: Ensuring high standards in both the manufacturing process and the final product.



## KEY ACTIVITIES

Research and Development  
Manufacturing and Assembly  
Marketing and Sales  
Customer Support and Training  
Quality Control



## KEY RESOURCES

Technical Team  
Manufacturing Facilities  
Supply Chain  
Customer Service Team  
Marketing and Sales Team



## VALUE PROPOSITIONS

The Dry Fruit Automated Modular Dryer ensures high-quality dried fruits and seeds by providing a controlled drying environment, reducing spoilage, and enhancing shelf life. It uses affordable materials such as pressed plywood, making it a cost-effective solution for both small-scale farmers and home users. The modular design allows the system to grow vertically, accommodating varying quantities of produce. Additionally, the use of eco-friendly materials promotes an environmentally conscious approach.



## CUSTOMER RELATIONSHIP

Customer Support  
Community Building  
Feedback Loop  
Loyalty Programs



## CHANNELS

E-commerce  
Exhibitions and Fairs  
Direct Marketing



## CUSTOMER SEGMENTS

Home Users: Individuals looking to preserve their fruits and vegetables at home.  
Small-Scale Farmers: Farmers, especially in regions like Madre de Dios, Peru, who need to dry their produce efficiently to prevent loss and spoilage.  
Agricultural Cooperatives: Groups of farmers who pool resources to invest in shared drying equipment.  
Specialty Food Producers: Businesses producing dried fruit snacks, herbal teas, and other dried products.



## COST STRUCTURE

Manufacturing Costs: Costs associated with materials, labor, and equipment for producing the dryers.  
R&D Costs: Ongoing expenses for research and development.  
Marketing and Sales Costs: Expenses related to marketing campaigns, sales channels, and customer acquisition.  
Customer Support Costs:



## REVENUE STREAM

Direct Sales  
Subscription Service  
Training and Workshops  
Custom Solutions  
Spare Parts and Accessories