

# Business Lean Canvas

## ORGANIZAÇÃO NOT HUNGRY

<p><b>Problem</b></p> <ul style="list-style-type: none"> <li>• High levels of food waste generated by restaurants in Aracaju.</li> <li>• Increasing number of people experiencing homelessness and food insecurity in the Greater Aracaju region.</li> <li>• Lack of a structured and efficient system for collecting, sorting, and redistributing surplus food from local establishments.</li> </ul>	<p><b>Solution</b></p> <ul style="list-style-type: none"> <li>• Operation as a non-governmental organization focused on collecting surplus food from partner restaurants.</li> <li>• Strict food safety inspection processes in compliance with health regulations.</li> <li>• Preparation of meal boxes by trained volunteers.</li> <li>• Free distribution of meals to homeless individuals and vulnerable families.</li> </ul>	<p><b>Unique Value Proposition</b></p> <p>Transforming surplus food into safe and dignified meals by integrating solidarity, logistical efficiency, and strict sanitary standards.</p>	<p><b>Existing Alternatives</b></p> <ul style="list-style-type: none"> <li>• Local non-governmental organizations providing social assistance in Aracaju.</li> <li>• Community-based food distribution initiatives.</li> <li>• Informal donations and occasional support actions.</li> <li>• Sporadic charitable food distribution efforts.</li> </ul>	<p><b>Target Market</b></p> <ul style="list-style-type: none"> <li>• Homeless individuals.</li> <li>• Families experiencing food insecurity.</li> <li>• Restaurants, supermarkets, and companies that generate surplus food</li> </ul>
<p><b>Feedback</b></p> <ul style="list-style-type: none"> <li>• Integration of input from social entrepreneurs, with emphasis on transparency and logistical efficiency.</li> <li>• Adjustments to the application's usability to facilitate access for both donors and beneficiaries.</li> <li>• Improvement of collection and distribution processes based on practical experience and partner feedback.</li> </ul>	<p><b>Key Metrics</b></p> <ul style="list-style-type: none"> <li>• Number of meals distributed.</li> <li>• Volume of food recovered and reused.</li> <li>• Number of registered partners.</li> <li>• Growth rate of active users.</li> <li>• Number of active partner restaurants.</li> <li>• Number of engaged volunteers</li> </ul>		<p><b>Outreach</b></p> <ul style="list-style-type: none"> <li>• Social media presence and digital marketing campaigns.</li> <li>• Partnerships with local restaurants and businesses.</li> <li>• Outreach initiatives in areas with a higher concentration of homeless individuals.</li> <li>• Community and institutional engagement campaigns.</li> <li>• Targeted actions in communities with high demand for food assistance</li> </ul>	<p><b>Early Adopters</b></p> <ul style="list-style-type: none"> <li>• Restaurants with frequent surplus food.</li> <li>• NGOs and volunteers already active in the sector.</li> <li>• Individuals engaged in social and humanitarian causes.</li> </ul>

### Cost structure

- Initial costs: application development, kitchen utensils, basic equipment, support infrastructure, and a fixed location for the NGO.
- Fixed costs: platform maintenance, staffing, facility rent, storage, hygiene materials, and food safety supplies.
- Variable costs: collection and distribution logistics, packaging, and complementary supplies.
- Social partnerships: occasional allocation of resources to associated projects and initiatives led by other NGOs with similar objectives, including institutional support and in-kind donations.

### Revenue streams

- Monthly subscription plans for partner companies.
- Donations from individuals and legal entities.
- Institutional donations and sponsorships.
- Partnerships with public and private organizations.
- Corporate sponsorships.
- Public grants and social funding programs.
- Fundraising campaigns for materials and supplies.

*Suggested order. There are many approaches to what to fill out first. We recommend focusing on what makes sense to you first.*