

Business Lean Canvas

Problem - Food insecurity affects millions of people worldwide. - High levels of food waste from restaurants and markets. - Lack of efficient connection between donors and communities in need.	Solution - Digital platform connecting food donors to communities - Interactive map showing where food is needed - Gamification system to encourage donations - Community space for communication and support	Unique Value Proposition - Simple and accessible way to connect surplus food with people in need - Reduces food waste while helping vulnerable communities	Existing Alternatives - Food donation apps (e.g., Too Good To Go-style platforms) - NGOs and food banks. - Local community initiatives.	Target Market - NGOs and organizations fighting hunger - Restaurants and markets with surplus food - Communities facing food insecurity
Feedback - Survey conducted with 45 participants - Positive validation of the idea	Key Metrics - Number of donations made - Number of people helped - Active users - Amount of food redistributed		Outreach - Social media campaigns - Flyers in public places - Partnerships with local organizations	Early Adopters - Social organizations already working with food distribution - Environmentally conscious users - People interested in social impact initiatives

Cost structure

- App development
- Maintenance and updates
- API services (e.g., maps integration)
- Team and operations

Revenue streams

- Freemium model (premium features in the app)
- In-app donations
- Partnerships with companies and organizations

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