

Business Plan LocalBite



ISTITUTO ISTRUZIONE SUPERIORE



Key Partners

Whom will you work with to run the business? Name your partners and the roles they will take on.

- local farms
- cooperatives
- green logistics providers
- chefs/nutritionists
- consumer associations
- e-commerce platforms

Key Activities

What are the tasks and activities to keep the business running every day?

- sourcing seasonal products
- eco-friendly packaging
- order management
- digital marketing
- recipe/content creation
- seasonal events.

Key Resources

What are the tangible and intangible things you will use to make the product?

- certified supplier network
- e-commerce/app platform
- warehouse
- electric vehicles
- internal team
- sustainable packaging.

Value Proposition

What need are you trying to address?
What value will your product bring to the target audience?

- fresh and organic local products
- seasonal food boxes
- reduced food waste
- support for local farmers
- recyclable packaging
- educational food experience.

Customer Relationships

What relationships will you establish with each customer segment?

- customizable subscriptions
- recipe newsletters
- referral programs
- fast support (chat/WhatsApp)
- social media community.

Channels

Where will your product be available?
List the ways you plan to reach your target audience.

- e-commerce/app
- social media (Instagram, TikTok, Facebook)
- sustainable marketplaces
- collaborations with chefs/food bloggers
- local events.

Customer Segments

Who is your target market?
What are the characteristics of your early adopters? List the groups that you expect to use your product.

- urban families
- young professionals
- eco-conscious consumers
- buying groups (GAS)
- restaurants and local chefs

Cost Structure

What are the fixed and variable costs of launching your product?
Consider the cost at each stage - from setting up and hiring all the way to marketing and distribution.

- product sourcing
- logistics and delivery
- packaging
- e-commerce platform
- marketing
- salaries
- warehouse costs.

Revenue Streams

How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

- direct box sales
- subscriptions
- premium boxes
- B2B collaborations
- events/tastings
- eco-friendly merchandising.

Business Plan Green Root Lab



ISTITUTO ISTRUZIONE SUPERIORE



Key Partners

Whom will you work with to run the business? Name your partners and the roles they will take on.

- Suppliers of hydroponic and smart farming systems.
- Universities, schools, and agricultural institutes.
- Public institutions and environmental associations.
- Agri-tech startups and incubators.
- Local restaurants and gastronomy businesses.
- EU funds and innovation grant programs.

Key Activities

What are the tasks and activities to keep the business running every day?

- Management of hydroponic and vertical farming systems.
- Educational programs for schools and students.
- Workshops and training on sustainability and agri-tech.
- Sales of fresh produce grown in the smart farm.
- Science communication events and open days.
- Research and experimentation in collaboration with universities.

Key Resources

What are the tangible and intangible things you will use to make the product?

- Hydroponic and vertical farming facilities.
- Educational spaces and demo greenhouses.
- Team of agronomists, technicians, and educators.
- Digital platform for bookings and online courses.
- Educational materials and branded learning kits.
- Partnerships with schools/universities.

Value Proposition

What need are you trying to address? What value will your product bring to the target audience?

- Innovative, hands-on education in sustainable agriculture.
- Fresh, local, and eco-friendly produce.
- Immersive “learning by doing” experiences.
- Contribution to circular economy and waste reduction.
- B2B services: consultancy for schools, restaurants, and agri-startups.
- Replicable model that can be scaled to other regions.

Customer Relationships

What relationships will you establish with each customer segment?

- Long-term educational programs with schools.
- Online community and newsletters for students and teachers.
- Interactive activities: workshops and guided visits.
- Personalized B2B support (consultancy and supply).
- Social media engagement (photos, green challenges).

Channels

Where will your product be available? List the ways you plan to reach your target audience.

- Website and e-learning platform.
- Social media (Instagram, TikTok, LinkedIn for B2B).
- Partnerships with schools and universities.
- Agricultural and green-tech fairs.
- On-site workshops and events.
- Collaborations with public institutions and NGOs.

Customer Segments

Who is your target market? What are the characteristics of your early adopters? List the groups that you expect to use your product.

- Primary and secondary schools, agricultural institutes.
- Universities and research centers.
- Families looking for green educational experiences.
- Local governments with educational initiatives.
- Restaurants and gastronomy businesses.
- Young professionals and students seeking practical training.

Cost Structure

What are the fixed and variable costs of launching your product? Consider the cost at each stage - from setting up and hiring all the way to marketing and distribution.

- Investment in greenhouses and farming technology.
- Operational costs (energy, water, maintenance).
- Salaries for technical staff and educators.
- Marketing and promotion.
- Educational materials and learning kits.
- Rental or leasing of facilities.

Revenue Streams

How will you generate income? Show a pricing model of your product or service and include other revenue sources, such as sales and subscription fees.

- Sales of fresh produce (fruits, vegetables, herbs).
- Paid courses and workshops.
- Educational services for schools/universities (packages).
- B2B consultancy on agri-tech and sustainability.
- Events and immersive experiences (open days, guided visits).
- Public funding or EU grants.