

Business Model Canvas

FoodED

Abstract

FoodEd is a gamified culinary education platform that is designed to reconnect users with their own cultural “food roots” and to give them the opportunity to experience foods from other cultures. By combining “Ingredient Quests,” mini-games, interactive 360° virtual market tours and step-by-step cooking guides that are based on discovered and chosen ingredients, FoodEd transforms exhaustive meal preparation into an immersive but casual learning experience. It is a Multi-Sided Platform that connects families cooking at home with schools teaching social studies and home economics and leverages local grocers as key partners. It uses micro-transactions to remove time limits and to add content packs for the user which provides a sustainable source of income.

The Business Model Canvas

Designed for: FoodED Platform - Course: MEITE Seminar I - Instructor: Dr. Todd Cherner - Submission Type: Business Model Canvas

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Iteration: No 1

Key Partners

Museums & Cultural NGOs
Who are they? Strategic Alliance (Non-Competitors)
Which Key Resources? Acquired Intellectual Resources (Historical data, cultural facts) and Brand Trust (Verification of authenticity)
Which Key Activities? Perform Content Validation and historical research, which would otherwise have to do particular resources and activities. I rely on their specialized knowledge and established trust rather than developing it from scratch.

VR Production Studios
Who are they? Joint Venture / Strategic Partner
Which Key Resources? Access high end Physical Resources (360° Cameras, Editing Software) without purchasing them
Which Key Activities? They perform Production Activities (Filming, Lighting, In-camera), Partnering, reduces the heavy capital investment required for VR market.

Specialty & Ethnic Grocers
Who are they? Buyer-Supplier Relationship / Key Suppliers
Which Key Resources? Leverage their Physical Inventory (Ingredients) so I don't have to stock items myself.
Which Key Activities? They perform Logistics & Fulfillment for the users who buy ingredients through the app.
Motivation: Optimization and economy of scale. Outsourcing the warehousing and shipping allows me to reduce costs and focus solely on the digital platform.



Key Activities

Platform Development & Management
Category: Platform/Networks
Required By: Distribution Channels (App Store) & Revenue Streams (Microtransactions)

Maintain the App Interface and manage the "Game Economy" (balancing energy refill rates vs. point costs). If platform bugs out or the game economy is unbalanced, the Revenue Stream stops.

Content Production (VR & Culinary)
Category: Production
Required By: Value Propositions (Cultural Literacy/Immersion)

Designing and creating superior quality assets: Filming 360° Virtual Market Tours, verifying recipe authenticity, and editing gamified content. Represents core "product" users pay for.



Value Propositions

Convenience-First Discovery (for Single Parents)
Characteristic: "Getting the Job Done" & Convenience/Usability.
What value/problem? I solve "Dinner Decision Fatigue" problem. I help Parents get the job of "providing a healthy meal" done without mental exhaustion.
Bundle Offered: Gamified Recipe & Cooking Assistant + 20-Minute Meal Filters + Easy Ingredient Picker

Culinary Cultural Literacy (for Explorer Parents)
Characteristic: Novelty & Design.
What value/problem? I solve "Screen Time Guilt" by satisfying the need for educational entertainment. I offer a novel way to experience travel (VR) without leaving the kitchen.
Bundle Offered: 360° Virtual Market Tours + Ingredient, Recipe & Cultural Knowledge Pop-up Facts & Archives

Standard-Aligned Immersion (for Educators)
Characteristic: Cost Reduction & Accessibility.
What value/problem? I solve the logistical and financial problem of field trips. I make global cultural experiences accessible to classrooms with zero travel budget.
Bundle Offered: Educator Dashboard + Middle + Curriculum Aligned VR Modules.

Inventory Activation (for Grocers)
Characteristic: Risk Reduction & Accessibility.
What value/problem? I reduce the "Unfamiliarity Barrier" I solve the risk for customers buying new ingredients by giving them the knowledge to use them, which drives sales for the grocer.
Bundle Offered: In-App Sponsorship + QR Code Integration + "Shops Around You" Feature.



Customer Relationship

Automated Services (Gamified Retention)
Expectation: Single parents expect a one-click, self-guided casual experience that "remembers" their progress.
Integration: Fully integrated with the Platform/Network activity. Spruces user behavior to trigger "Energy Refill" notifications automatically.

1-on-1 Community (Over Support)
Expectation: Explore parents want to connect with like-minded parents to share problem-solving tips.
Integration: Integrated with the After-Sales Reducing user support burden.
Cost: Low Marginal Cost. Once built, the automation is cheap to scale to thousands of users.

Digitized Personal Assistance (R2B)
Expectation: School Districts expect a specific, content-personal (Lesson Manager) to handle outstanding and curriculum integration.
Integration: Critical for the Learning Experience. Schools will not support.
Cost: High Cost. Requires expertise: Human Resources (Salaries for Account Managers)

Co-Creation (Heritage Library)
Expectation: Users want to see their own culture represented and preserved in their family history.
Integration: Directly feeds the Key Resource (Content Library). Customers create value for other customers by submitting recipes.
Cost: Requires "Authenticity" (User activity) to verify submissions, but cheaper than researching recipes ourselves.



Customer Segments

Time Strapped (Single) Parents
Type: Mass Market.
Who are they? A large group of consumers with broadly similar needs and problems (time poverty, desire for health, childcare).
Value for whom? I create value for parents who need convenience above all else.
Importance: This is my volume driver. They provide the "user density" required to attract grocery partners.

Educated Cultural Explorers
Type: Niche Market.
Who are they? A specialized segment with specific requirements for "Cultural Literacy" and "Authenticity".
Value for whom? High-income individuals/parents who are willing to pay for specific educational outcomes.
Importance: They are my primary source content.

K-12 Educators
Type: Segmented.
Who are they? A segment with slightly different needs (State Standards compliance) than my customer market.
Value for whom? Teachers and School Administrators.
Importance: They provide stable, recurring "licensing" revenue.

Specialty (Cultural) Grocery Partners
Type: Niche Market (Side B).
Who are they? Specialized local business owners.
Value for whom? Grocers who need to reach customers outside their neighborhood.
Importance: They monetize the user attention generated by the App.



Key Resources

Specialized Talent Team
Type: Human.
Required By: Key Activities and Customer Relationships.
 I require VR/Developers to build the platform (Content, Knowledge, Services) and Education Experts to align content with schools. This is crucial for knowledge integration: clear on the platform and the digital design of the platform.

Proprietary Content Library
Type: Intellectual Property/Knowledge, copyrights, data.
Required By: Value Propositions and Revenue Streams.
 A database of verified recipes, high-fidelity 360° VR images, and gamification algorithms. Without this intellectual property, I cannot offer "Recipes" or sell "Content Licenses".

Seed Capital & Grants
Type: Financial.
Required By: Cost Structure.
 MEITE Ventures Grant and initial seed cash. This financial resource is required to fund the Microtransaction revenue stream until it becomes self-sustaining.

Cloud Server Infrastructure
Type: Physical Systems/Distribution Networks.
Required By: Distribution Channels.
 Scalable high-bandwidth cloud servers (AWS/Azure) are the physical "pipes" required to stream 4K 360° video content to the app interface without latency.



Cost Structure

Strategy: Value-Driven
Why? I focus on Value Creation (Premium Authenticity) rather than minimizing costs. My "Culinary Cultural Literacy" Value Proposition relies on high-fidelity 360° VR and verified content, which prevents me from using a "lean" or "no-frills" structure.

Fixed Costs (Most Expensive Resources)
Most Expensive Key Resource: Human Resources. High salaries for specialized Unity developers and Pedagogical Experts are required regardless of how many users we have.
Most Expensive Key Activity: Production. The costs of filming and editing new "Virtual Markets" every month remain constant.

Variable Costs (Scaling Factors)
Items: Cloud Server Hosting & Customer Acquisition.
Detail: Unlike standard apps, my costs vary proportionally with usage because streaming 4K 360° video requires significant bandwidth. The more users I have, the higher our hosting bill.

Fixed Costs (High Burn):
 Human Resources: ~\$20,000/mo (Unity Devs & Pedagogy Experts).
 Content Production: ~\$8,000/mo (VR Filming).
Variable Costs (Scaling):
 Server Hosting: ~\$1,500/mo (4K VR Bandwidth).
 Marketing (UA): ~\$5,000/mo (Est. CPI \$3.00).

Economies of Scale
Detail: I enjoy cost advantages because the same key resource (The Content Library of recipes and VR footage) supports multiple Revenue Streams (B2C: Microtransactions and B2B: School Licensing). I do not need to create separate products for each segment.



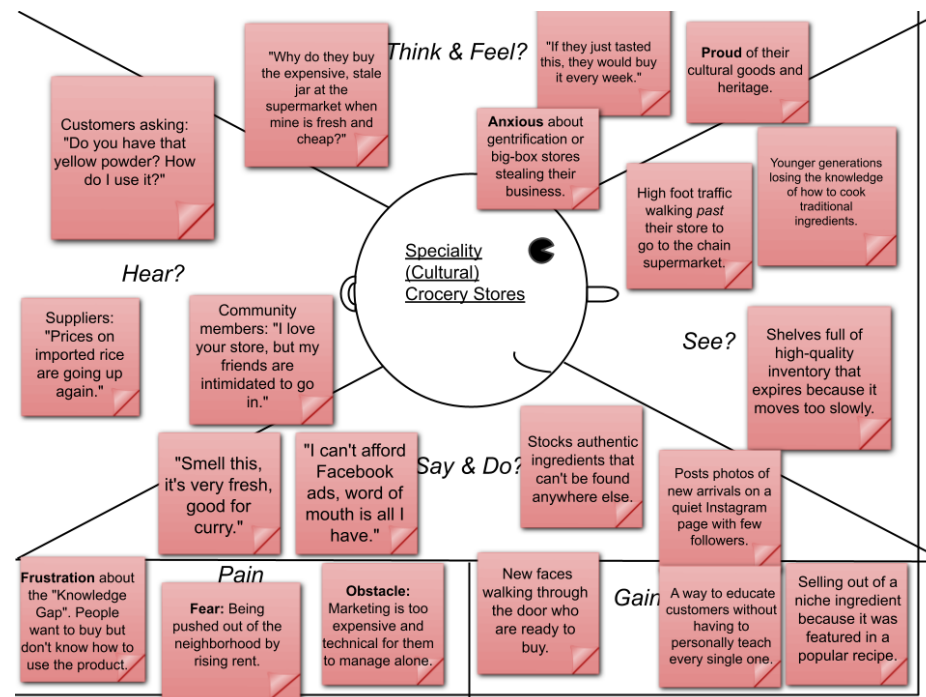
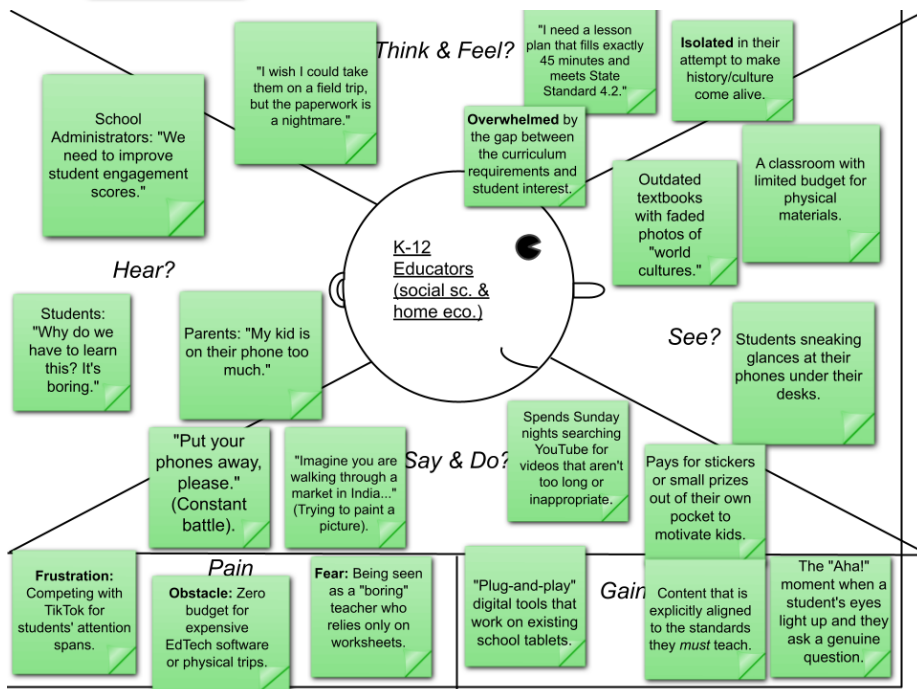
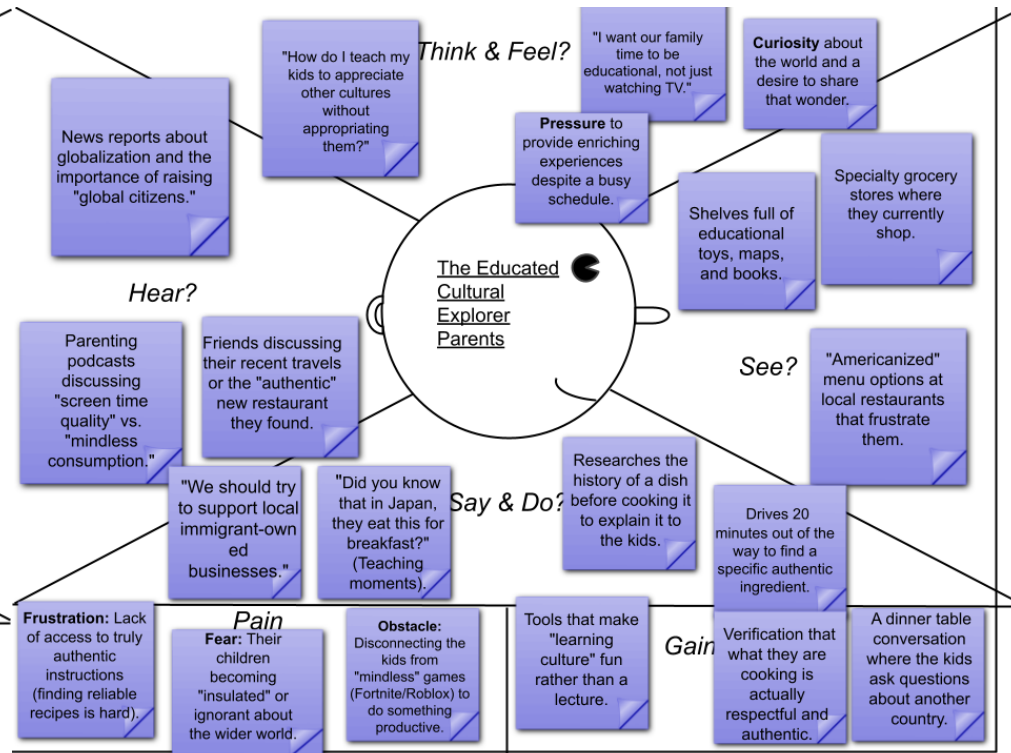
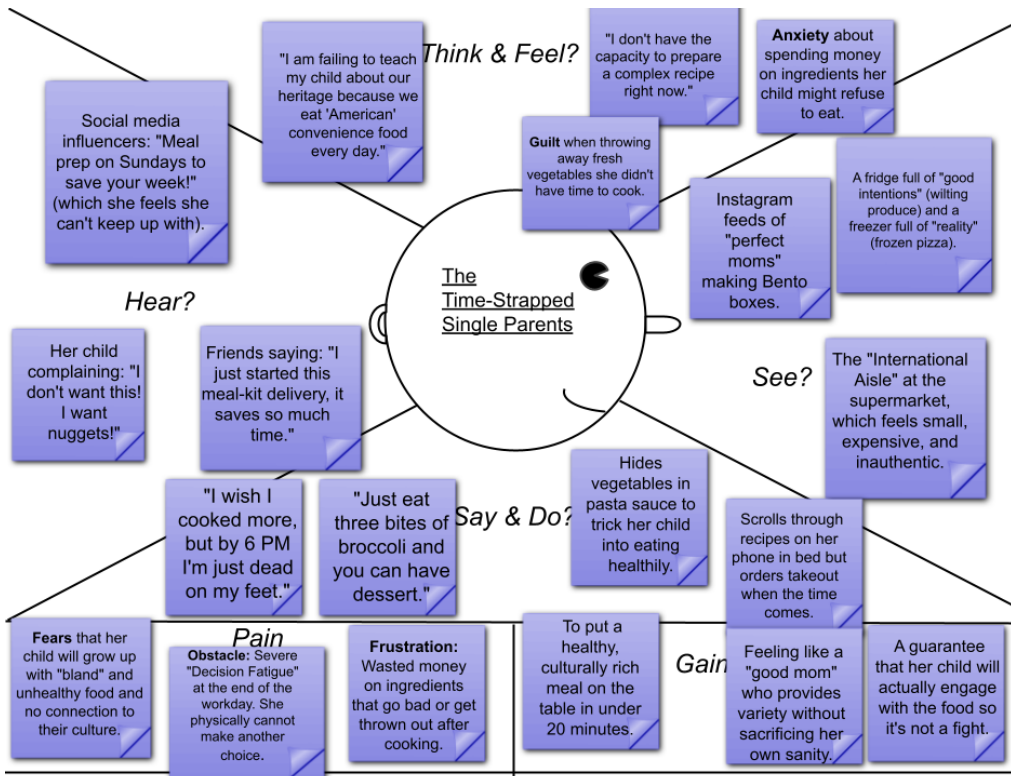
Revenue Streams

Asset Sale (Microtransactions)
What are they paying for? Parents/Individuals are willing to pay for Novelty (unlocking new markets) and Convenience (skipping energy timers).
How do they pay? One-time digital payments via App Store.
Pricing: Fixed List Price. Points and Content Packs are sold at static prices (Point Packs: \$0.99 = \$9.99, Content Unlocks: \$2.99 per Marked).
Contribution: Est. 40% of revenue (High volume, low transaction size).

Licensing (B2B Contracts)
What are they paying for? Schools pay for permission to use our Intellectual Property (Recipes/VR) in a classroom setting.
How do they pay? Annual Invoicing (Net 30/60).
Pricing: Fixed Pricing (Volume Dependent). \$10/student/year, but discounted for districts-wide implementations.
Contribution: Est. 40% of revenue (Stable, recurring income).

Advertising (Sponsorship Fees)
What are they paying for? Grocers pay for access to our targeted user base to promote their brand/ingredients/store.
How do they pay? Monthly sponsorship fee.
Pricing: Fixed List Price (Product Feature Placement) on popular ingredients like Turmeric or Saffron.
Contribution: Est. 20% of revenue (Supplementary income).





Customer Segments

I decided to target four segments: The *Time-Strapped (Single) Parents* (as detailed in the empathy map) prioritize health but have decision fatigue, anxiety about wasted resources and time constraints. The *Educated Cultural Explorers* are wealthier parents/individuals who view food as “cultural literacy” and actively want to support local businesses while teaching their children. The *K-12 Educators* are teachers looking for interactive and standard-aligned options to replace old and static textbooks as well as expensive field trips. The *Specialty (Cultural) Grocery Partners* are business owners who need to bridge the “knowledge gap” to sell ingredients and foods to “non-native” cooks.

Value Proposition

FoodEd provides value to every segment with the “Gain Creator/Pain Reliever” framework used in the empathy maps. For single parents, I provide a *Pain Reliever* by removing decision fatigue via gamification. For educators, I offer a *Gain Creator* by bringing 360 field trips into the classroom. For grocers, I offer *Accessibility* by connecting motivated buyers directly to their specialty inventory via pop-ups.

Channels

To generate *Awareness*, I use targeted social media ads and *In-Store QR Codes* that are placed on partners’ grocery items (e.g., scanning a bag of cumin launches a “Spice Quest” and adds the ingredient to the *In-App Ingredient List*). In the *Evaluation* phase, the *Free-to-Use Base App* acts as a trial, allowing users to play limited daily mini-games and visit markets without payment. As soon as users are engaged, the *Purchase* phase is facilitated through microtransactions for points and content unlocks. For the B2B segment, I provide direct licensing sales at EdTech conferences. Finally, in the *After-Sales* phase, automated in-app support and community forums improve the experience for users and partners.

Customer Relationships

I maintain relationships through a mix of automated services and community participation. For parents, we use “Energy & Point Mechanics”. Users have limited points & play time per 24 hours, creating a retention loop where they return daily as energy refills. For the “Educated Explorer,” I encourage communities to share their learning progress, experiences and recipes as a means for co-creation. For schools, I offer dedicated personal assistance for curriculum integration.

Revenue Streams

FoodEd utilizes “Free-to-Use” microtransaction models rather than subscriptions, aligning with mobile gaming trends. It provides *Asset Sales* to the consumer who purchases “Point Packs” (Small: 99¢/100pts; Large: \$9.99/1000pts) to speed up progress. This acts as a one-time transaction revenue stream. Users can also purchase “Content Unlocks” (\$2.99) to access new Virtual Markets and ingredients. Grocers provide *Sponsorship* and pay an advertising fee to be featured as the “Recommended Retailer”

for selected ingredients. For schools, I provide *Licensing*. They pay an annual fee (\$10/student/year) for the unlocked educational version.

Key Resources

I require four categories of resources. Intellectual: The proprietary “Content Library” of recipes and gamification algorithms. Human: Developers for app mechanics and pedagogical experts. Physical: Servers for VR streaming. Financial: Initial seed funding (MEITE) to cover development costs.

Key Activities

Success depends on *Platform Development* to make sure the “economy” (points & energy) is balanced and engaging. *Content Production* activities focus on filming 360° market tours. *Problem Solving* is critical for my B2B segment with mapping content to state standards.

Key Partnerships

I leverage *Strategic Alliances* with museums to verify content authenticity. *Buyer-Supplier Relationships* with ethnic grocers are central to my sponsorship model in which I drive customers to them and they fund me. *Joint Ventures* with VR studios allow me to acquire high-end production capabilities without purchasing expensive equipment.

Cost Structure

FoodEd follows a Value-Driven structure. It focuses on value creation rather than cost minimization. *Fixed Costs* include the primary burn rate of *Human Capital* (\$20,000/mo.) and *Content Production* (\$8,000/mo.). *Variable Costs* consist of *Server Hosting* (\$1,500/mo.) which scale linearly with user growth due to 4K 360° video bandwidth requirements.

Estimated Monthly Burn Rate at launch

Cost Category	Type	Monthly Estimate	Rationale / Industry Benchmark
App Development Team	Fixed	\$20,000	1 Lead Unity Dev & 1 Web Dev
Content Production	Fixed	\$8,000	Production of 2 "Market Tours" per month (Filming, Editing, Travel)
Server & VR Hosting	Variable	\$1,500	Hosting for 4K 360° video streaming
Marketing & UA	Variable	\$5,000	Social Ads & Store QR Code printing
Software Licenses/Admin	Fixed	\$500	Unity Pro Licenses, Adobe Cloud, Legal
Contingency Buffer	Variable	\$3,000	10% buffer for unforeseen cost
TOTAL MONTHLY			\$38,000

Open Challenges

The biggest challenge is the *Cross-Side Network Effect*, a phenomenon where the value for one user group depends on the presence of the other. Partners will only pay sponsorship fees if there is a big enough user base. However, users will only value the recommended retailer features if there are enough local grocers onboarded. To overcome this, the venture must launch in a hyper-local market to build sufficient density on both sides simultaneously.

Supplemental Materials (DT 1 to 6)

A) Wicked Problem

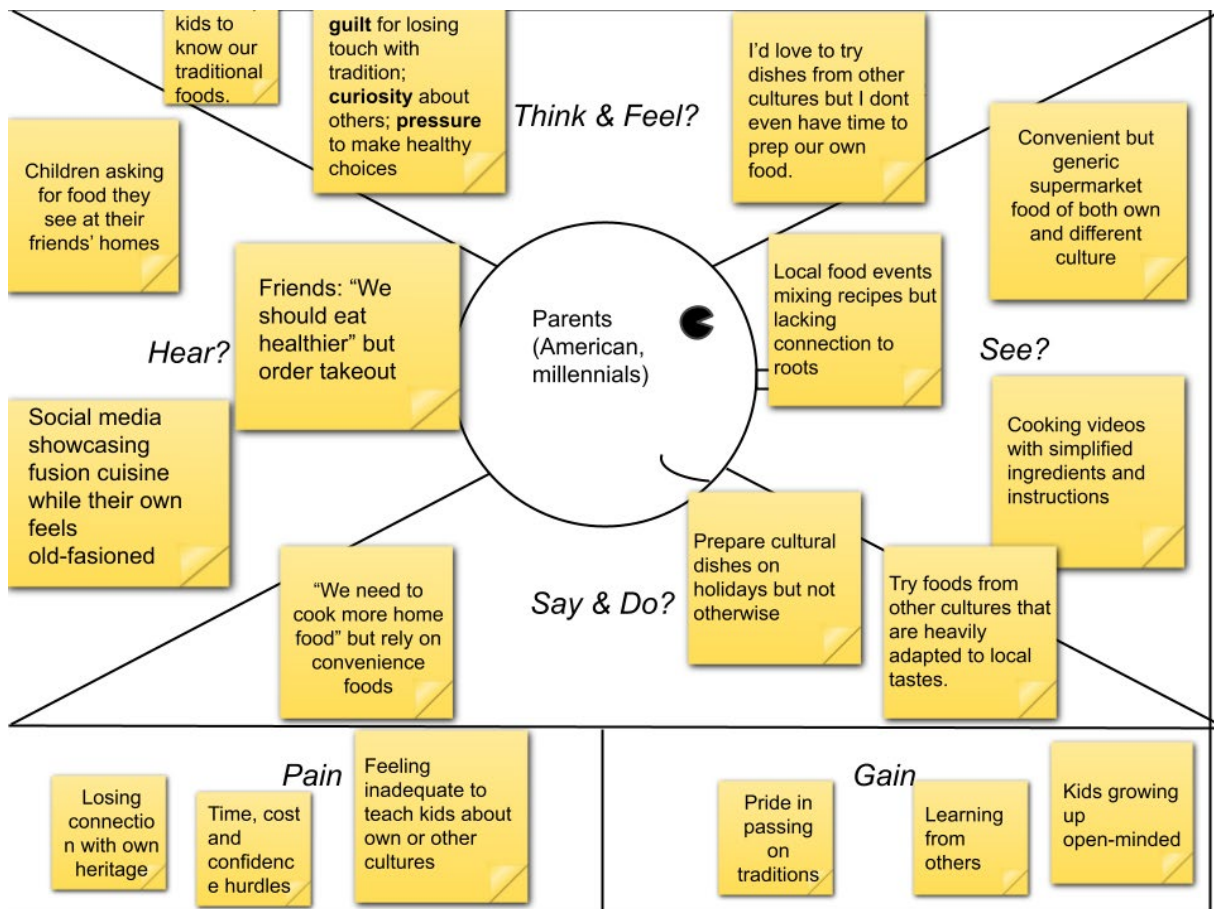
Matthias Blaue - Standardized Foods, Forgotten Roots



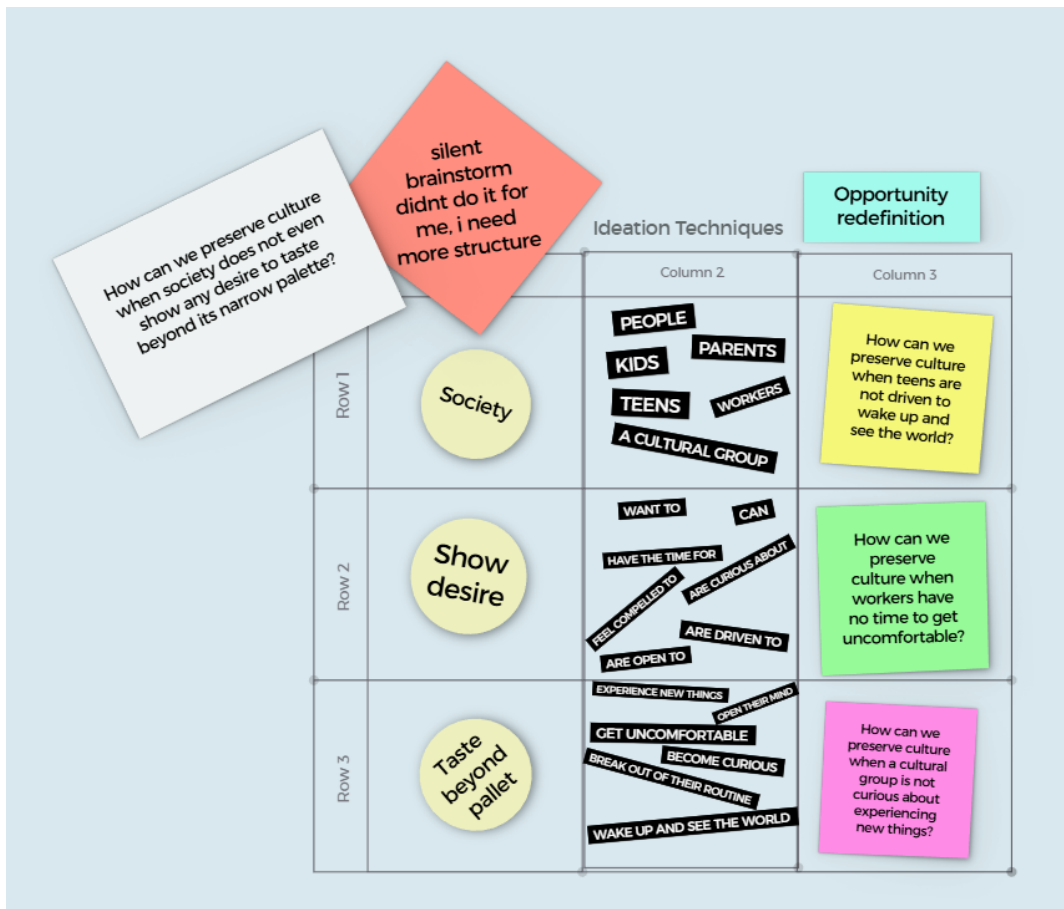
Aisles with almost identical food packages show how supermarket products are designed for the tastes of the masses and replace diversity and cultural richness of traditional recipes with standardized and bland tastes.

The foods we eat reflect our culture, education, environment, health and identity. No wonder every nation has traditional foods with complex flavors that contain cultural memory. Today, people are forgetting these foods and often reject their unfamiliar tastes. Supermarket products designed for mass appeal lack this complexity and as a result, people lose touch with their food culture. Their tongues forget the tastes that emerge from their cultural identity. As a social pedagogue, I see the loss of cultural identity as a loss of agency within one's social environment every day. How can we preserve culture when society does not even show any desire to taste beyond its narrow palette?

B) Original Empathy Map



C) Brainstorming



D) Prototype Storyboards

