The Lean Canvas

PROBLEM
List your top 1-3 problems.

1. How to turn data on waste into asset & find new users
1. Revenue models WM companies find solution expensive/erly tech.

EXISTING ALTERNATIVES
List how these problems are solved today.

SOLUTION
Outline a possible solution for each problem.

Usable information of recyclable waste has to be created
Reacg & ROHS/material passport
Ride on legislation change & i.40 tech needs
-Link to sustainability goal no.12 (sustainable consumption and production; No.7 clean energy; 9 infrastructure/inovat./industry)
Address various industries (automotive, textile, agriculture, manufacturing)
- Energy, water saving, chemical, logistics- create value for entire value chain in sector/industry/company
- CERTIFICATE/REPORT/Co2- scaling to any type of production industry (scope 3 indicators from protocols)
- Material passport   .

UNIQUE VALUE PROPOSITION
Single, clear, compelling message that states why you are different and worth paying attention.

From data waste services to data innovation services

Prepare meaningful report ("passport")

HIGH-LEVEL CONCEPT
List your X for Y analogy e.g. YouTube = Flickr for videos.

UNFAIR ADVANTAGE
Something that cannot easily be bought or copied.

CHANNELS
List your path to customers (inbound or outbound).

Direct connection
Automotive cluster
SRIP Mobility/Factory of future
Packaging/logistics/construction

CUSTOMER SEGMENTS
List your target customers and users.

Automotive industry/plastics
Construction
Textile
I4.0 technologies (ex. Robotics)

EARLY ADOPTERS

Ex. Automotive/manufacturers/ construction industry/plastics/scrap materials/tracking material flow (CO2, exposure of materials)
Logistics (pellets- not sustainable/high costs);

COST STRUCTURE
List your fixed and variable costs.

Fixed costs:
Variable costs:

REVENUE STREAMS
List your sources of revenue.

Automotive Companies in need of data & construction sector & plastics/logistics