

# business model canvas

## bmc context and aim

Engineers Without Borders (EWB) will be the main user of this BMC, with the Moroccans as key franchisers.

The BMC is aimed at supporting local Moroccan franchisers in starting and stabilizing the business. The BMC for EWB is meant to be taken over by the Moroccan people eventually, to be phase out. The level of support is

dependent on each individual franchiser. Thus, resources, relations, key activities and channels may be slightly different for each franchiser.

## key partnerships

NGO's with a similar mission such as the Global Alliance for Clean Cookstoves.

Local manufacturers, who can produce the product and sell it to local retailers

Local suppliers of recycled and new materials

Local retailers, who sell the Fortune Cooker in return for services, goods, or money.

Moroccan or Western Investors who support in the business.

## key activities

### Engineers Without Borders

Promoting the product by explaining and demonstrating the product in local centres and in neighbourhoods

Overseeing franchise workshops

Collecting (reusable) materials that can not be found locally.

Making people aware of the health risks that come with cooking on wood fires

### Moroccan franchisers

general operations and building the product

Promoting and selling to the product to Moroccan people

## key resources

### Engineers Without Borders

Knowledge from research and development on the product

Franchisers with an entrepreneurial mind

Bus or truck, electricity, computers, internet, tools and materials, distribution points, cash register, cash money and stockpiles, trustworthy employees

National network for promotion and material collection.

### Franchisers

Partnership with EWB, providing knowledge and partly supply chain

Local network for promotion and material collection.

Transport, tools and materials

## value proposition

### The Fortune Cooker Franchise

The means and supply chain for Moroccan people to start their own Fortune Cooker franchise enterprise.

### The Fortune cooker

A cooking device that combines multiple ways of generating or preserving heat.

Safe, clean cooking, no harmful smoke and the use of sustainable power sources like solar energy and isolation.

Needs little fuel, so fuel costs can be reduced, as well as the time spent to collect fuel.

Offers flexibility and space in planning; no repeated checking needed.

Keeps food warm after cooking.

Can heat water and keep it warm for household activities.

### Value for investors

Indirect value, the reduction of harmful smoke, thus improve healthiness of environment. reduction of wood fires, so it combats deforestation.

## customer relationships

Transparency. The whole business should be honest and transparent to all its customers and stakeholders, to create mutual trust.

### Moroccan Market

Creating and maintaining a rather personal relationship with the customer, the customer should trust the franchiser.

### Western Market

Western investors should feel like they contribute to the cause of our product/business. Therefore the result of their aid should be reflected back to them.

## channels

### Western Market

Western advertising and promoting means by EWB

### Moroccan Market

Promotion by word of mouth by franchisers

An attractive appearance of both the product and the packaging, guided by EWB and executed by Franchisers

Local demonstrations by Franchisers

Local workshops by Franchisers

Local centres for trade by EWB

Transport of materials and products by both EWB and franchisers

Suggestion boxes by EWB

## customer segments

### Moroccan Market

Moroccan men and women who will purchase the product for their households that are:

- cooking on wood fires in rural underdeveloped areas

- cooking on wood fires with limited access to wood

### Western Market

People how are willing to invest into charity with affinity to Morocco

## cost structure

### Engineers Without Borders

Salaries of employees (CH+CR+VP) (Fixed)  
Cost price of materials and tools (VP) (Fixed or variable with the volume/scale)  
Taxes (Variable with the profit)  
Marketing costs (CH) (Variable)

### Moroccan Franchisers (for sure)

Rent of workplace or shop (VP) (Fixed)  
Cost price of materials and tools (VP)  
Taxes (Variable with the profit)  
General operating costs (Fixed)

## revenue streams

### Engineers Without Borders

Investors by means of donations or services  
Sales of materials to local franchisers  
Asset sales

### Moroccan Franchisers

Sales in return for a service or product

## social costs

Creation of anxiety, because people come aware of the health risks that come with cooking on wood fires.

## ecological costs

The ecological footprint of the product has the biggest impact

## social revenues

Creation of Employment  
Creation of Awareness on health and environment

## ecological revenues

Clean cooking  
Use of waste materials  
Less transport due to inhouse selling  
Increased population health