

Venture Name: Solution Mapping

<p>Purpose Vision: to connect and reform Ontarians/Torontonians/Canadians about food waste projects and transferable ideas Food waste → Food system → environmental materials (indirect impact)</p>				
<p>Problem Left & right hand aren't talking to each other! Not maximizing available resources Current Solution Independent groups are replicating similar solution models</p>	<p>Key Solution No more duplication of services More voices=innovative ideas diversity of opinion Direct impact: I. Resources mobilization II. Reduction and corporate food waste III. University - waste audits</p>	<p>Unique Value Proposition Connection people and value: is no more duplication of services/projects Recognition (government)</p>	<p>(Un)Fair Advantage Recreating the wheel is exhausting; this is better</p>	<p>Customers Funding bodies, government structures, evaluation, support Beneficiaries Researchers CSR groups</p>
	<p>Key Indicators Are customers accessing resources more efficiently? Time as value proposition How much time can we save you?</p>		<p>Partners, Outreach & Channels Credentials/existing connections City of Toronto Ministry of Environment Sustain Ontario Food Policy Meal Exchange Charity Village Good Work Ontario</p>	
<p>Cost Structure</p>			<p>Revenue & Contribution Pilot project (funded) → move to social enterprise model Offer support for options that don't create financial benefit Wikipedia Model - Community generated knowledge? Subscriptions, scale to income, organization size, premium subscriptions Community funded model</p>	
<p>Impact Subscription numbers Views on website</p>				

of contributions

Diversity of contributors (capture, visual & audio)

Assumptions: people will use this, connections will have an impact