

Business Model Canvas

Designed for:

NeptuneChain, Inc.

Designed by:

Jacques & Lily

dd/mm/yyyy

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Key Partners

Who are our Key Partners?
Who are our Key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

- **Family Farmers**
- Supplier
- Presence in Market
- Nutrient Pollution Offset Credit
- Generation
- **Utility Companies**
- Buyer
- Capital for development and resources
- Purchase of Nutrient Pollution Offset Credit
- Credit Generation
- **Environmental Agencies & NGOs**
- Support regulatory compliance
- Advocacy and outreach
- **Financial Institutions**
- Financing solutions
- Investment in sustainability projects
- **Research Institutions**
- Provide expertise and data
- Innovation and technology validation
- **Technology Providers**
- Equipment and software solutions
- IoT devices and data analytics tools
- **Local Government Agencies**
- Policy support and compliance
- Grants and subsidies
- **Ecosystem Services Providers**
- Integrated solutions for pollution management

Key Activities

What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue streams?

- Product Development
- Market Development
- Sales and Marketing
- Customer Support and Training
- Regulatory Compliance
- Partnership Management
- Data Collection and Analysis

Value Propositions

What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

- **For Farmers:**
- Improved nutrient management
- 20% time savings in operations
- Potential revenue from pollution offset credits
- **For Utility Companies:**
- Environmental compliance
- Reduction in nutrient runoff by 20%
- Enhanced sustainability reputation
- **For Polluters:**
- Cost-effective compliance solutions
- 20% reduction in pollution levels
- 10% operational cost savings
- **General:**
- Transparent and efficient water quality trading marketplace
- Bridging the gap between farmers and their communities

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

- Personalized customer support
- Training programs for farmers
- Regular updates and compliance assistance
- Community engagement and partnerships

Channels

Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Who?
How?

- Direct sales to utility companies and polluters
- Online platform for trading pollution offset credits
- Partnerships with local government agencies and NGOs
- Industry conferences and trade shows
- Digital marketing and social media

Customer Segments

For whom are we creating value?
Who are our most important customers?

- Family Farmers aged 35-55
- Utility Companies
- Industrial Polluters
- Environmental Agencies and NGOs

Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue streams?

- Technology and Equipment
- Financial Resources
- Human Resources
- Data and Analytics
- Strategic Partnerships
- Regulatory Knowledge
- Intellectual Property
- Customer Relationships
- Market Access

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

- Technology Development
- Market Development
- Regulatory Compliance
- Human Resources
- Data and Analytics Infrastructure
- Sales and Marketing
- Customer Support and Training

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

- Freemium model (advanced features for premium)
- Transaction Fees
- Equipment Leasing
- Consulting and Custom Solutions
- Compliance Assurance Packages