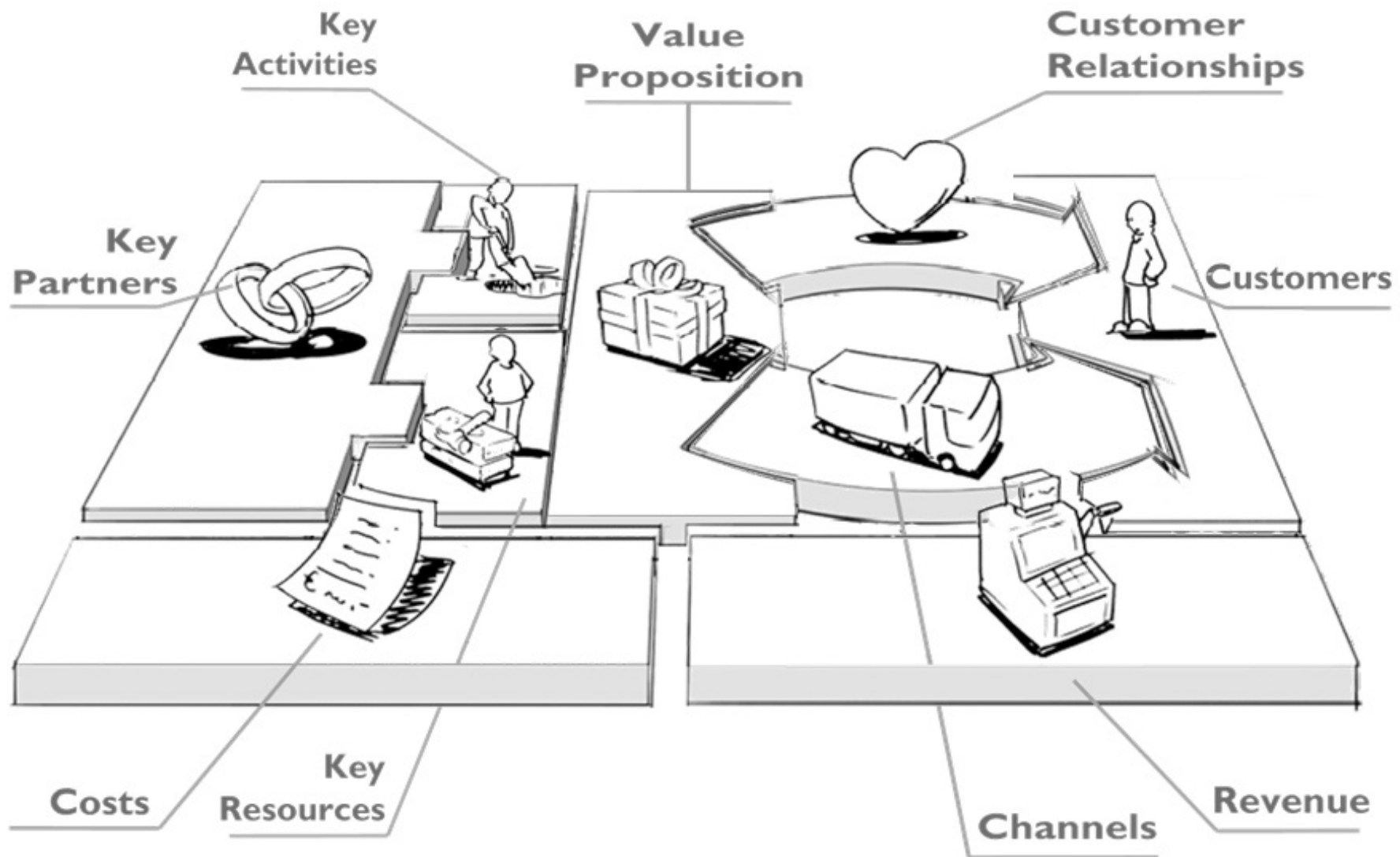


# Játék határok nélkül

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Szabó Szilvia

**tailor**   
marketing&training  
**SIMPLY GREEN**



Key Partners

7



Who are our Key Partners?

Key Activities

5



What Key Activities do our Value Propositions require?

Key Resources

6



What Key Resources (suppliers, etc.) do our Value Propositions require?

Value Propositions

1



Which one of our customer's *problems* are we helping to solve?  
or

Which customer *needs* are we satisfying?

What is the specific product/service?

What are the *features* that match customer needs?

Customer Relationships

4



How will we Get, Keep and Grow customers?

Channels

3



Through which Channels do our Customer Segments want to be reached?

Customer Segments

2



For who are we solving a problem or fulfilling a need?

Who are the customers?

Does the value proposition match their needs?

Is this a single-sided or multi-sided market?

Cost Structure

What are the most important costs in our business model?

9



Revenue Streams

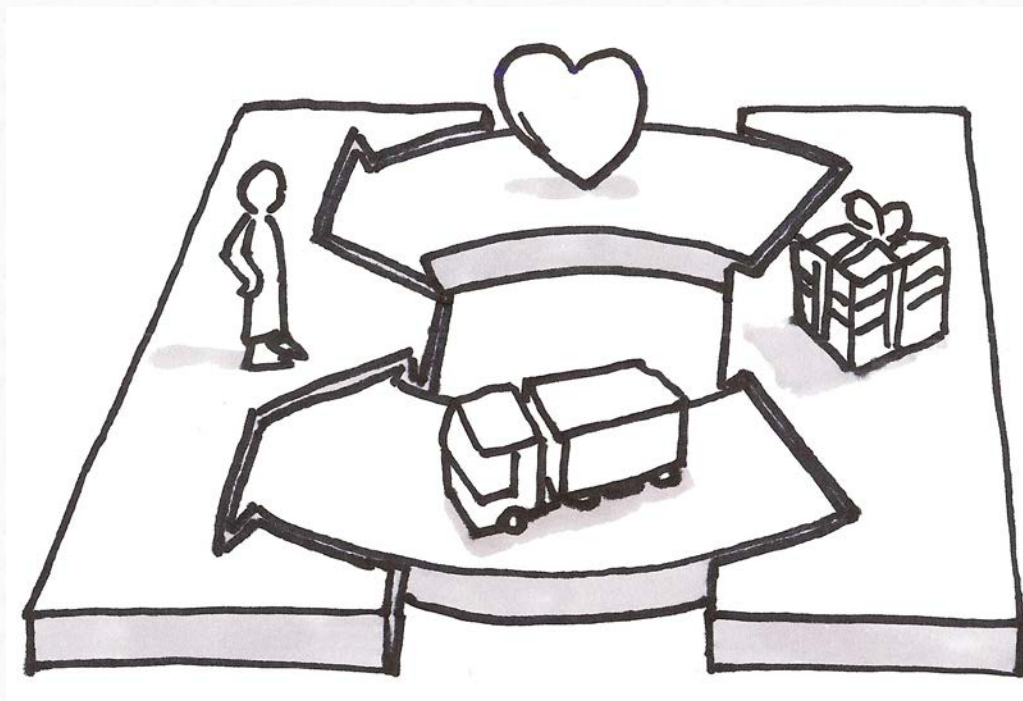
What is the revenue model? What are the pricing tactics? For what value are our customers willing to pay?

8



# Értékajánlat

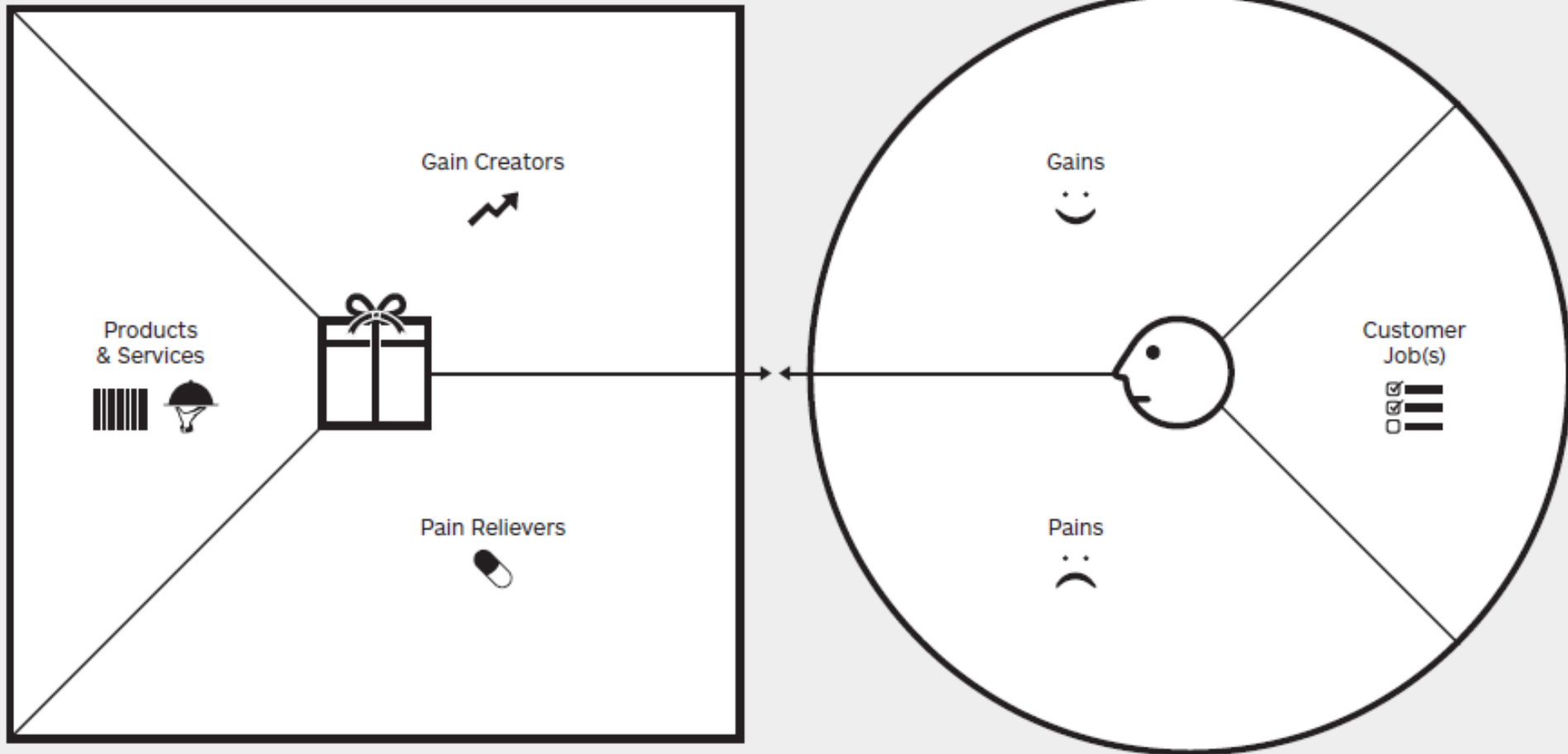
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# The Value Proposition Canvas

Value Proposition

Customer Segment



# jjangde



Key Partners



SENEGÁLI  
ALKALMAZOTTAK

SZÁLLÍTÁS

ÖNKÉNTESÉK

MAGÁNEMBEREK  
INDIEGOGO-N

Key Activities



KOSARAK  
SZÁLLÍTÁSA

ONLINE  
PLATFORM

Key Resources



TÁRGYI

EMBERI

SZELLEMI

Value Propositions



ÉRTÉKTEREMTÉS

TUDATOS  
VÁSÁRLÁS

STÁTUSZ

TERVEZÉS

HOZZÁFÉRHETŐSÉG

Customer Relationships



AUTOMATA  
SZOLGÁLTATÁSOK

"SZEMÉLYES"  
KAPCSOLAT

(történetek megosztása az  
oldalon)

Channels



WEBES  
ÉRTÉKESÍTÉS

Customer Segments



RÉTEGIGÉNYEK

(szépérsék, anyagi háttér,  
tudatos vásárlás, szociális  
érzékenység)

Cost Structure



SENEGÁLI  
ALKALMAZOTTAK

KISZÁLLÍTÁS  
ÉRTÉKORIENTÁLT  
MODELL

Revenue Streams



TERMÉKELADÁS

# TOP 10 STARTUP MISTAKES



100  
First Hits

[www.100FirstHits.com](http://www.100FirstHits.com)

- 8. Spending Too Much Money 18 (2.1%)
- 9. Failing To Ask For Help 12 (1.4%)
- 10. Ignoring Social Media 6 (0.7%)
- 5. Not Having The Right Co-Founders 66 (7.9%)
- 6. Chasing Investors, Not Customers 45 (5.4%)
- 7. Not Making Sure You Have Enough Money 28 (3.3%)



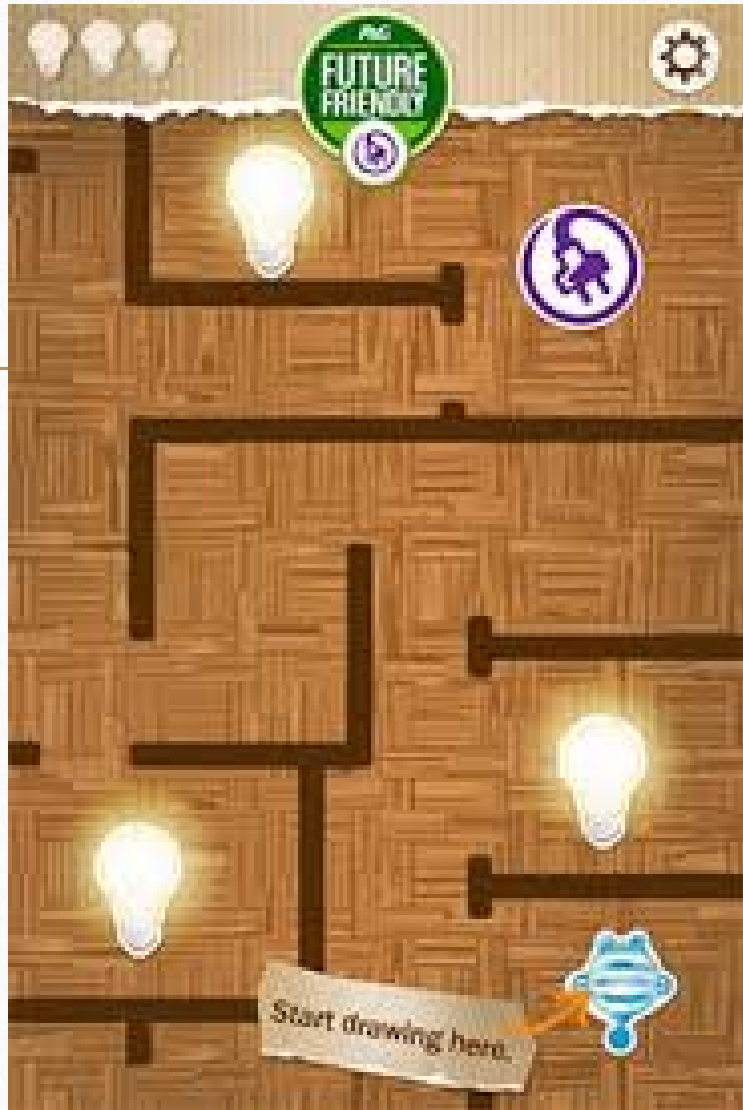
# Interaktív sushi





# Gamification / Játékosítás





# GREEN APES

YOU ARE NOT ALONE IN THE JUNGLE

**BUILD & SHARE YOUR  
GREEN PROFILE  
AND KICK SOME JUNGLE BUTT!**

get points for everyday  
sustainable actions

track your progress

compete and collaborate with  
friends

find answers, inspire and be  
inspired

**BOOK YOUR TREE IN THE JUNGLE!**  
JOIN THE ULTIMATE SUSTAINABLE COMMUNITY





54 GREEN ACTIONS!



MY STATS

COMPARE

PROFILE

ALL TOPICS

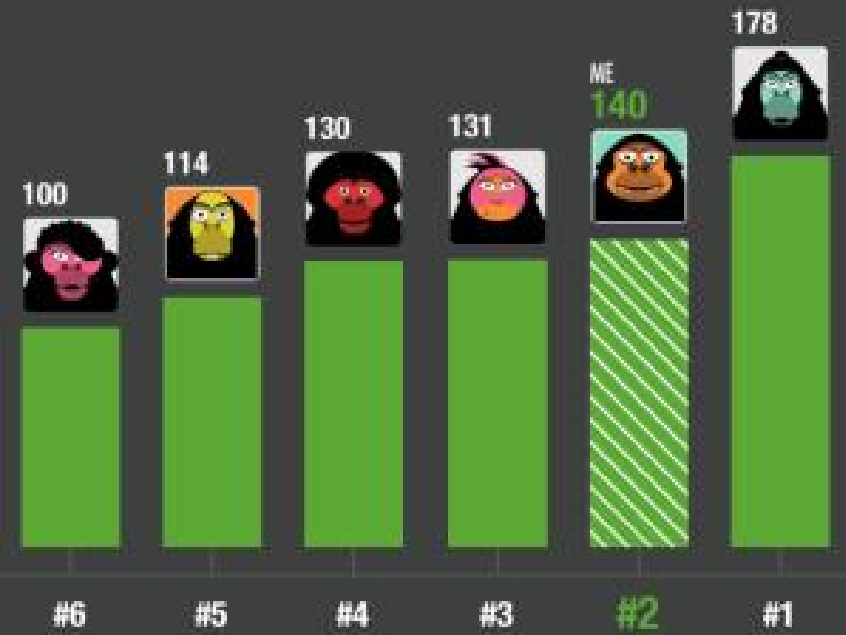
TOTAL NUTS



ALL TIME



VS WORLD



Me

Jungle

Actions

Posts

Competitions



**The search engine that plants trees:** Ecosia donates 80% of its income to a tree planting program in Brazil. Try it now!

88,000  
TREES PLANTED





We currently have **202,323 daily active users**.



Our users do about **518,912 searches per day**.



We earn about **0.5 cents per search** through ads.



It costs **1 USD to plant one tree** in Brazil.



We currently plant **one new tree every 22 seconds**.



In total we've already **planted 524,318 trees**.





Like 11k

PHONE

STORY

ROAD MAP

SHARE

TEAM

SHOP

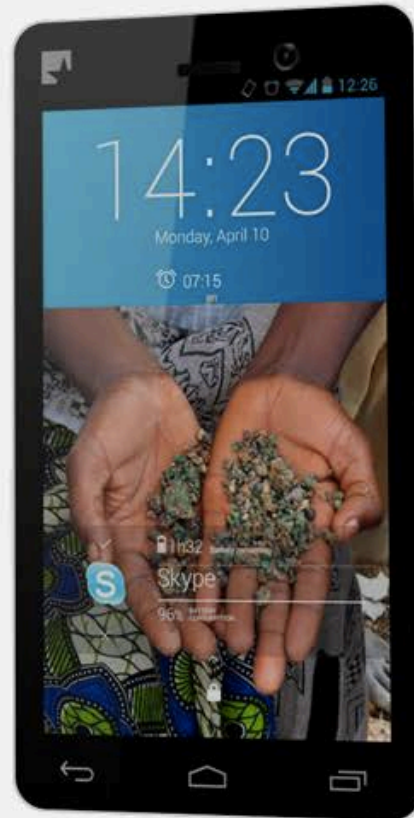
CONTACT

BLOG

2,372  
Phones sold

20  
days left

47%  
of goal



A seriously cool  
smartphone that puts  
social values first

BUY NOW

See why it's more fair >

# Működő üzleti modellek

BESPACE

[OVERVIEW](#)

[ABOUT](#)

[INCUBEES](#)

[NEWS](#)

[CONTACT US](#)

[APPLY](#)

**TO PROFIT  
THE WORLD**







IMPROVE NUTRITION

+



INCREASE INCOMES

+



PLANT MORE TREES

=



MORINGA PARTNERS PROGRAM

WITH THE  
\$25,000,  
WE PLAN TO:



LAUNCH OUR POWDER  
IN RETAIL STORES



HELP MORE WOMEN  
ESTABLISH LIVELIHOODS



PLANT MORE TREES



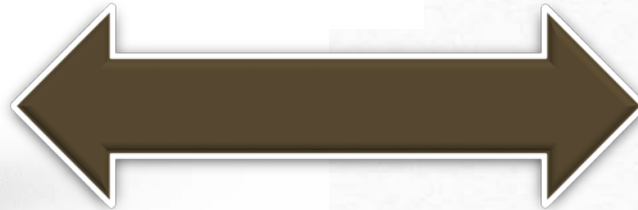
IMPROVE NUTRITION  
ACROSS WEST AFRICA

# Étrend kiegészítő másképp..

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# Megéri felkészültnek lenni?



# Siker pikk-pakk



WATER BUFFALO LEATHER UPPER

FOR FLEXIBILITY  
AND BREATHABILITY

ADDED HEEL  
FOR  
MORE COMFORT

COWHIDE SOLE  
FOR DURABILITY  
AND LIGHT WEIGHT

RECESSED SEWING  
FOR LONGEVITY

COTTON SHOELACES  
FOR A NATURAL FEEL







**360<sup>°</sup>**  
**APPROACH**

Design

Production

Logistics

Sales &  
Marketing

End-of-Life