

## A. BUSINESS MODEL CANVAS

To what extent is the creation of our company valuable?

We think it will be profitable as it will not only be us selling our products we are offering an experiences we will inform them about

### 1.1 VALUE PROPOSITION

It is what makes us different from the competition, what makes a customer buy my product or not. It refers to how we create value for our clients through the products or services that they may want or need it. What problems do we solve or what needs do we satisfy? What opportunities do we detect or create? A research question must be included.

START INNOVA CRITERIA:

-PROBLEM: Specify clearly and in detail what problem we solve for our clients.

We have found a very rough problem in our clients lives which is the fact that all the souvenirs that we find in Valencia are of bad quality due to the fact that their materials are very cheap and made out of plastics, making the souvenirs not durable at all. This is where our company takes place by using silk made out of the orange waste, which is of a very high quality and helps the environment by reducing the amount of oranges peel waste and also reduces the amount of plastics used in fabrication.

-NOVELTY: Explain what the novelty of the project lies in.

-KEY FACTORS: Clearly describe which factor or factors are notable when defining the value proposition (price, quality, design, safety, etc.) for our client or client segment.

Quality: The quality of the materials that are going to be used to make the shirt and bags is going to be very high as all the materials are natural and there isn't going to be plastic in them so it will be 100% natural orange fabric.

Design: The design of our T-shirt is going to be simple with a small embroidered designs made by us and a small logo also embroidered

Environment: The shirts are going to be very environmentally friendly because there will not be any plastics and the silk is going to be biodegradable so the impact on the world is going to be much worse