



# Mission Model Canvas

Project title:

NOW Care

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## Partners & Support

Partners: R&D partner for the product development, suppliers of Ingredients, shipment and fulfillment companies

Suppliers: Raw materials, Bottles, Sachets

Coaches: Coaches from Innosuisse and be advanced, as well as our network from past courses that we visited (UNIL HUB, La Forge incubator community, ...).

Our community: our supporters (see above), but also our social media community (growing).

## Activities

Maintain partnership with production, R&D, supplier and shipping & fulfillment partners.

Development of new products

Supply Chain Management

Brand building and marketing

## Resources

- Strong partnerships with production, R&D, supplier and shipping & fulfillment partners that share our values.
- Healthy marketing channels
- Financial resources for startup costs
- Advisors in regulatory affairs, CSR, and supply chain.
- A community that shares our values.

## Offer

### For our not-yet-eco warriors:

A powder that turns into a liquid soap after a one-time-mix that offers them the same convenience and result as conventional, plastic-packaged products.

### For our eco-health-warriors

A liquid soap, free from any harmful ingredients, for them and the environment.

### For both:

A natural, convenient, effective, and sustainable way to shower.

The possibility to multiply their impact and encourage the social and entrepreneurship of diverse projects through buying our product.

## Relationship, Community

3-pillar-social-media-strategy:

- educational (sustainability, plastic-waste)
- inspirational ("small actions from each of us can have a huge impact"), and
- trust (transparent product presentation and content).

Brand

- 100% transparency about business operation and supply chain
- Sharing stories about the products that have been supported, due to their actions of buying NOW Care products.

## Channels

### Communication

- Social media (Instagram, TikTok, Facebook, LinkedIn)
- Crowdfunding campaign
- Sharing the stories about the projects and people we support with our impact strategy through media outlets

### Distribution:

- Owned e-commerce store
- Local small retailers, and bulk & concept stores
- online marketplaces for sustainable products

## Target groups

### the not-yet-eco-warriors

Millennials and generation Z consumers (20 - 46 years old, all genders, CH, DE, FR), who would like to reduce the amount of waste they are creating.

It's the people that are concerned with sustainability but who have not yet adopted plastic-free alternatives in their bathroom, because the available alternatives do not fit their need of convenience and effectiveness.

### the eco-health-warriors

They are concerned about harmful ingredients in their self-care products & packaging, such as silicones or BPA, and want to find transparent, natural, easy-to-use, low waste products that they can trust.

Millennials and generation Z consumers (20 - 46 years old, all genders, CH, DE, FR) and families with young children.

## Budget

Startup costs incurred for

- Product development and regulatory tests
- Inventory of raw materials and packaging
- Promotional activities (digital marketing campaigns mostly)
- Administrative costs (GmbH, insurances, trademarks).

For more details, contact us at hello@nowcare.ch

## Impact

"Soft Impact":

- give everyone an opportunity to do a little good, by making it effortless to eradicate plastic in the bathroom, while supporting other

Measurable Impact per product sold:

- 1 plastic bottle prevented
- 200g of CO2 emission saved for the transport due to lightweight product.
- Multiplied impact from the projects we support in our impact strategy (we want to assign a KPI for each and share it with our users)

If we reach 100'000 people with our project, we can save:

100'000 plastic bottles from ever being produced and save 20'000 kg of CO2.

KPIs:

- Number of plastic bottles prevented
- Kg of CO2 saved
- Number of projects supported with impact strategy