

## ENTERPRISE PURPOSE: Food Innovation Center



<p><b>PROBLEM to be SOLVED</b></p> <ul style="list-style-type: none"> <li>• Lack of flexible affordable space for entrepreneurs, esp. ethnic food producers</li> <li>• Employment and training opp. (young people + adults)</li> <li>• Local Econ. Dvpt</li> <li>• Stability</li> <li>• Lack of access to healthy, affordable, culturally relevant food</li> <li>• Transportation</li> </ul>	<p><b>SOLUTION</b></p> <ul style="list-style-type: none"> <li>• Flexible affordable space</li> <li>• Shared facilities</li> <li>• Support structure for FID aggregating info/services</li> <li>• Vocational training</li> <li>• Food entrepreneurship (processing, training)</li> </ul>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <ul style="list-style-type: none"> <li>• Community-led/driven</li> <li>• Public-private partnership</li> <li>• Local economy: Rainier Beach pride</li> <li>• Locally owned</li> <li>• Shared economy</li> <li>• Location</li> <li>• Support young people in their growth development</li> <li>• Diverse food experience</li> <li>• Unique historical context</li> <li>• Cluster of innovative business activities</li> <li>• Proximity to transit &amp; neighborhood</li> </ul>	<p><b>TARGET CUSTOMER SEGMENTS</b></p> <ul style="list-style-type: none"> <li>• RB residents</li> <li>• African American</li> <li>• Communities who need services but can't afford it</li> <li>• Customers that can pay</li> </ul> <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>• Social Media</li> <li>• Community groups/partners</li> <li>• Marketing</li> <li>• Light rail ads/buses</li> <li>• Press coverage</li> <li>• Face to face</li> <li>• Schools</li> <li>• Social services agencies</li> </ul>	<p><b>SUSTAINABLE ADVANTAGE</b></p> <ul style="list-style-type: none"> <li>• Quality of products</li> <li>• "Made in Rainier Beach"</li> <li>• Community buy-in</li> <li>• Community ownership</li> <li>• Leveraged partnerships (Govt, CBOs, NPOs,</li> </ul>
<p><b>COST DRIVERS</b></p> <ul style="list-style-type: none"> <li>• Admin./Labor (staff)</li> <li>• Space/Infrastructure</li> <li>• Triple Net</li> <li>• Marketing/Comm./Info</li> </ul>	<p><b>PRODUCTS &amp; SERVICES</b></p> <ul style="list-style-type: none"> <li>• Space rental: kitchen, production, storage (dry, cold), training, gathering</li> <li>• Services scaling fee</li> <li>• Income-based subsidy converted to payment over time</li> </ul>	<p><b>REVENUE MODEL</b></p> <ul style="list-style-type: none"> <li>• Community Bank &amp; EDI Fund</li> <li>• Tuition from training programs</li> </ul> <p><b>Payers</b></p> <ul style="list-style-type: none"> <li>• Contract w/non-profits</li> </ul>	<ul style="list-style-type: none"> <li>• Rent from businesses using space</li> <li>• \$ from City/County/State</li> <li>• Consulting in other communities on replication model</li> <li>• Established food enterprises</li> </ul>	<p><b>IMPACT METRICS</b></p> <ul style="list-style-type: none"> <li>• Unemployment rate down</li> <li>• Household income up</li> <li>• # + age of enterprises up</li> <li>• Model replication in other communities</li> <li>• Graduation rate up</li> <li>• Food Bank needs down</li> <li>• Homelessness down</li> <li>• Health services down</li> </ul>

Social Business Model Canvas – Adapted by DAISA Enterprises