UCI NSF I-Corps Winter 2019, Group #5



GREEN SCIENCE







Customer-inclusive platform for quality testing of products people depend on



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Key Partners

Industry cooperatives

Retailers

Consumer advocacy groups

Key Activities

Laboratory testing

Marketing

Key Resources

Laboratory technicians

Software developers

Value Propositions

Efficient testing

Free educational resources and product reviews Customer Relationships

Customer service

Feedback loop

Channels

B₂B services

B2C marketing

Customer Segments

Farmers, producers, and manufacturers

Retailers

Customers

Cost Structure

Regulatory-compliant laboratory upkeep

Web-based platform costs

Revenue Streams

Testing service costs

Advertisement revenue