

Geossy Co. Ltd- Cage fish farm Business model Canvas.

Key Partners -Lake Basin Dev't Authority - Enterprise Uganda - Busia Local Gov't - Bamukwasi Rock Valley Fish Farm. - Ye! Community - Open Capital Finance Key Suppliers _China North Machine- Uganda -MAAIF- Uganda -Monasa Kenya Ltd- Kenya - Steel & Tube Ind.- Uganda -Lake Basin Dev't Authority -Kenya Key Resources from Partners -Finance resource mobilization -Mentorship and coaching -Production scale up - Supply of Fish seed and brooders. Partnership Motivation -Reduction of risks & Uncertainties -Quality products & growth -Project Impact realized -Innovations and replicability	Key activities -Production of table size tilapia, fish feeds and fingerlings Distribution channel -Retailers, whole sellers & Fish Vendors Customer Relationship. -Good, steady supply of fish. - Risk management to prevent fish mortalities and theft. Key resources -Finance - Fish Cleaning and ice plant facility -Human resource - Land and water for hatchery and cages	Value proposition Value to customers -High quality bulk mature clean timely fresh fish. - Quality fish seed & feeds supply. Problem Solved. -Quality Fish availability -Employment - Quality fingerlings supply -Quality fish feeds supply - Cage farming Knowledge transfer - Over fishing Bundle of products -Bulk mature fish for fillets -whole fresh fish for domestic consumption - Fingerlings for farmers - Fish feeds for farmers - Skills transfer on cages. Customer needs satisfied. -Good quality fresh fish -Fish availability at all time in the market. - Cheap quality fish feeds and seeds - Cage Culture Knowledge transfer.	Customer relationship -Dedicated Personal assistance Channels Awareness: Radio and news paper advertisement. Evaluation: M & E system, suggestion box Purchase: cash and Bank payment Delivery: refrigerated trucks, fish trays and iced sacs. After sales: Customer desk to handle complains and advise. Revenue streams. <table><tr><th>Item</th><th>Quantity</th><th>Market Price (USD)</th><th>Our price (USD)</th></tr><tr><td>Tilapia fish</td><td>1Kg</td><td>2.8</td><td>2.3</td></tr><tr><td>fingerlings</td><td>1 pc</td><td>0.07</td><td>0.035-0.05</td></tr><tr><td>Fish feeds</td><td>1 Kg</td><td>1</td><td>0.86</td></tr></table> -Customers are willing to pay from \$2.3 - \$3 per Kg of whole fresh fish. -Customers prefer paying cash on delivery Contribution to overall revenue stream <table><tr><th>Revenue stream</th><th>Revenue(USD)</th><th>Percentage</th></tr><tr><td>Table size Tilapia</td><td>289,655</td><td>83</td></tr><tr><td>Fingerlings Sales</td><td>51,724</td><td>15</td></tr><tr><td>Fish Feed sales</td><td>6,897</td><td>2</td></tr><tr><td>Total</td><td>348,276</td><td>100</td></tr></table>	Item	Quantity	Market Price (USD)	Our price (USD)	Tilapia fish	1Kg	2.8	2.3	fingerlings	1 pc	0.07	0.035-0.05	Fish feeds	1 Kg	1	0.86	Revenue stream	Revenue(USD)	Percentage	Table size Tilapia	289,655	83	Fingerlings Sales	51,724	15	Fish Feed sales	6,897	2	Total	348,276	100	Customer segment <i>Niche Market</i> 3.6% of the Eastern Uganda market with a 120 tons annual production. Important Customers Tilapia fish Fish wholesalers = 60% Fish retailers = 25% Fish Vendors =15% Fingerlings & fish feeds Fish farmers (Ug) =70% Fish farmers (Ke) = 30%
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Scale up Cost structure Capital Investment = \$ 25,338 Operational Costs = \$ 14662 Total Investment = \$ 40,000 Key Expensive resources Investment Resources Fish feed raw materials = \$ 40,000 Cages 52 pcs = \$ 43, 626 Feed mill machinery = \$ 10,344																																			

