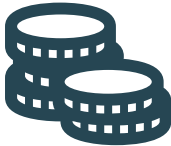
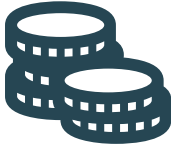


## Annex No. 6 - Business Model Development puzzle

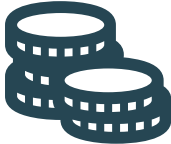
### Theme No. 1

|                                                                                                                                                                              |                                                                                                                                                                                                     |                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Startup Theme</b><br>Elderly Fitness App                                             | <br><b>Problem</b><br>Older adults lack accessible and safe fitness guidance at home.                              | <br><b>Solution</b><br>A mobile app offering age-appropriate, doctor-reviewed exercise routines.       |
| <br><b>Customers</b><br>Seniors aged 60+ living independently or in assisted communities. | <br><b>Value proposition</b><br>Improve mobility and independence through trusted, easy-to-follow fitness plans. | <br><b>Revenue</b><br>Monthly subscription with free trial; partnerships with senior care providers. |

## Theme No. 2

|                                                                                                                                                                             |                                                                                                                                                                                           |                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Startup Theme</b><br>Food Waste<br>Reduction Platform                               | <br><b>Problem</b><br>Restaurants often<br>throw away large<br>amounts of edible<br>food daily.          | <br><b>Solution</b><br>A platform connecting<br>restaurants with<br>customers to sell<br>surplus meals at<br>discount. |
| <br><b>Customers</b><br>Urban dwellers<br>looking for affordable,<br>ready-to-eat meals. | <br><b>Value proposition</b><br>Save money and<br>reduce waste by<br>accessing unsold<br>quality food. | <br><b>Revenue</b><br>Commission on each<br>transaction; premium<br>listing for restaurants.                         |

### Theme No. 3

|                                                                                                                                                                        |                                                                                                                                                                                                 |                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Startup Theme</b><br>Remote Team Culture<br>Toolkit                            | <br><b>Problem</b><br>Remote teams<br>struggle to build<br>strong, inclusive<br>culture.                       | <br><b>Solution</b><br>A toolkit with games,<br>prompts, and events<br>to build team<br>connection remotely. |
| <br><b>Customers</b><br>HR managers and<br>team leads at fully<br>remote companies. | <br><b>Value proposition</b><br>Boost morale and<br>productivity by<br>strengthening remote<br>team culture. | <br><b>Revenue</b><br>Annual licensing for<br>team access; custom<br>event upsells.                        |