REFILL & ROOT

Business Model Canvas

Neighbourhood refill grocery · illustrative working hypotheses, not validated findings

KEY PARTNERS

Product suppliers
Equipment support
Local discovery partners

Reliable supply at practical order quantities.

KEY ACTIVITIES

Receive and replenish
Refill, clean and label
Explain the first visit

Test staff time per refill.

KEY RESOURCES

Dispensers and scales
Appropriate bulk stock
Trained team and space

Verify equipment and operating requirements.

VALUE PROPOSITION

Everyday refills in useful quantities.

Clear information and a simple first visit.

Does this solve a real local shopping task?

No price or green claims assumed.

RELATIONSHIPS

First-refill guidance
An easy repeat routine
Consented follow-up

Learn why people return.

CHANNELS

Neighbourhood storefront
Clear local shop listing
Relevant local content

Link discovery to visits.

CUSTOMER SEGMENTS

Nearby households wanting a refill option.

First-time shoppers and regular refill shoppers.

Assume enough local repeat demand exists.

Ask about real habits before a full fit-out.

COST STRUCTURE

Stock, people, premises, equipment, cleaning and losses.
Actual costs and selling-price bases remain unknown.
Check unit contribution, operating capacity and cash tied in stock.

REVENUE STREAMS

Products sold by quantity. No membership fee assumed.
Demand, basket size and repeat rate need evidence.
A popular idea must still cover its variable and fixed costs.

FIRST TEST: pilot one category; measure repeat use, refill time, losses and contribution.

Original example canvas · agree a decision threshold before testing · no third-party template artwork copied