








The Mission Model Canvas

Mission/Problem description:
DrainWise

Designed by:
4aqua

Date:
30.6.2025

Version:
1.3

<p>Key Partners </p> <p><i>Farmers</i></p> <p><i>Cantonal/ federal agencies</i></p> <p><i>environmental and agricultural NGOs</i></p> <p><i>engineering firms</i></p> <p><i>applied research institutions.</i></p>	<p>Key Activities </p> <p><i>Pilot studies:</i></p> <ol style="list-style-type: none"> <i>1. feasibility assessment</i> <i>2. hotspot mapping</i> <i>3. treatment option review</i> <i>4. implementation</i> <i>5. monitoring</i> <i>6. stakeholder outreach</i> 	<p>Value Propositions </p> <p><i>Reduces pesticide runoff at source,</i></p> <p><i>supports biodiversity,</i></p> <p><i>low effort for farmers to take latest technology and data into account</i></p>	<p>Buy-in & Support </p> <p><i>legal urgency,</i></p> <p><i>practical relevance,</i></p> <p><i>expert backing,</i></p> <p><i>interest from authorities,</i></p>	<p>Beneficiaries </p> <p><i>water bodies,</i></p> <p><i>life below water,</i></p> <p><i>farmers,</i></p> <p><i>cantons & federal agencies,</i></p> <p><i>public</i></p>
<p>Mission Budget/Cost </p> <p><i>Feasibility assessment: 5'000 CHF</i></p> <p><i>Data sourcing for pilot sites: 0 CHF (in kind contribution)</i></p> <p><i>Conduction of pilot treatment approach:</i></p> <ul style="list-style-type: none"> <i>- Stakeholder information (in kind contribution)</i> <i>- Tech Solution 3x10'000</i> <i>- Monitoring 2'000 CHF</i> <p><i>Dissimination : 10'000 - 15'000 CHF</i></p>	<p>Mission Achievement/Impact Factors </p> <p><i>Reduction of pollution to water bodies below ecotoxicity thresholds.</i></p> <p><i>Demonstration of viable solution and related solid data, stakeholder engagement and instruction on the implementation allows for multiplication all over switzerland and policy adoption.</i></p>			

