










# The Mission Model Canvas

Mission/Problem Description:  
Create value from industrial food wastes.

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<p><b>Key Partners</b> </p> <p>Equipment manufacturers</p> <p>Engineering companies</p> <p>Sector umbrella organizations</p> <p>Government (municipalities, cantons, federal government)</p> <p>Energy source/suppliers</p>	<p><b>Key Activities</b> </p> <p>Sales of barley flakes</p> <p>Develop and optimize drying unit</p> <p>Manage units</p>	<p><b>Value Propositions</b> </p> <p>ProSeed is on a mission to transform the food industry by upcycling brewery grains by-products into valuable ingredients. Acting as the missing link between breweries and ingredient manufacturers, ProSeed offers a scalable and cost-effective solution to reduce food waste. By leveraging ProSeed's innovative business model and technology, breweries can now transform their by-products into food grade raw materials, which ProSeed supplies to ingredients manufacturers.</p>	<p><b>Buy-in &amp; Support</b> </p> <p>Help breweries to instal, use and maintain the unit. We are the single point of contact for the brewery.</p> <p>Helping manufacturers to develop new flake-based recipes. Take part in food fairs to promote the product.</p>	<p><b>Beneficiaries</b> </p> <p>Direct:</p> <p>Breweries</p> <p>Food ingredients manufacturers</p> <p>Indirect:</p> <p>Farmers: Improving barley applications should increase its value.</p> <p>Consumer: Nutritional balance of barley flakes. is a good alternative to cereals and legumes that are often imported. In developing countries, processing spent grain into flakes could improve food security.</p> <p>Food industry Reduced dependence on imported food raw materials.</p>
	<p><b>Key Resources</b> </p> <p>Drying units</p> <p>Ingredient manufactureurs portfolio</p> <p>Breweries portfolio</p>	<p>For ingredients manufacturers:</p> <p>Food grade and easy to process raw material.</p> <p>Sustainable alternative and tranparency in the supply chain.</p> <p>For breweries:</p> <p>Turnkey and hassle-free solution to upcycle their wastes.</p> <p>Alternative revenues</p>	<p></p> <p>End 2023: Building a pilot plant to open the barley flakes market and optimize the drying process efficiency. Production capacity of the pilot line will be around 250 tons/year of flakes.</p> <p>Mid-end 2024: Develop and instal a first prototye drying unit.</p> <p>End 2027: Install 10 units in Switzerland.</p>	
<p><b>Mission Budget/Cost</b> </p> <p>Drying units: <del>500'000 CHF</del></p> <p>Installation of a pilot plant - 400'000 CHF</p> <p>Devlopping the first prototype and the improve it (R&amp;D costs) - 100'000 CHF</p> <p>Production/construction of the units - 500'000 CHF/unit</p> <p>Manage and maintain the units - 50'000 CHF/year/unit</p> <p>COGS - 300 CHF/ton of barley flakes</p> <p>Barley flakes:</p> <p>Devlopping food applications</p> <p>Sales of the flakes</p>		<p><b>Mission Achievement/Impact Factors</b> </p> <p>Industrial food wastes reduction: In Switzerland, 80'000 tons of wet grains could be valued in 16'000 tons of edible flakes. In European union 3.4 million tons could be valued in 680'000 tons. In comparaison, swiss population ate 80'000 tons of dried pasta in 2021.</p> <p>C02 emission reduction: Drying wet spent grains (in an efficient manner) instead of actual disposal methods (biogaz production and cattle feed) would emit less c02 per ton of final product. LCA needs to be accomplished to get precise metrics. Estimated factor could be 10 to 50 times less emissions by eating flakes directly.</p> <p>Create missing link between food industries generating wastes and ingredient manufacturers</p>		