## ENTERPRISE PURPOSE: Food Innovation Center

### PROBLEM to be SOLVED
- Lack of flexible affordable space for entrepreneurs, esp. ethnic food producers
- Employment and training opp. (young people + adults)
- Local Econ. Dvpt
- Stability
- Lack of access to healthy, affordable, culturally relevant food
- Transportation

### SOLUTION
- Flexible affordable space
- Shared facilities
- Support structure for FID aggregating info/services
- Vocational training
- Food entrepreneurship (processing, training)

### PRODUCTS & SERVICES
- Space rental: kitchen, production, storage (dry, cold), training, gathering
- Services scaling fee
- Income-based subsidy converted to payment over time

### UNIQUE VALUE PROPOSITION
- Community-led/driven
- Public-private partnership
- Local economy: Rainier Beach pride
- Locally owned
- Shared economy
- Location
- Support young people in their growth development
- Diverse food experience
- Unique historical context
- Cluster of innovative business activities
- Proximity to transit & neighborhood

### TARGET CUSTOMER SEGMENTS
- RB residents
- African American Communities who need services but can’t afford it
- Customers that can pay

### SUSTAINABLE ADVANTAGE
- Quality of products
- "Made in Rainier Beach"
- Community buy-in
- Community ownership
- Leveraged partnerships (Govt, CBOs, NPOs,)

### COST DRIVERS
- Admin./Labor (staff)
- Space/Infrastructure
- Triple Net
- Marketing/Comm./Info
- Data/Evaluation
- Debt service/ROI
- Training & Services (child-care, legal help, incubation, TA)
- Licenses/Certifications

### REVENUE MODEL
- Community Bank & EDI Fund
- Tuition from training programs
- Contract w/non-profits
- Rent from businesses using space
- $ from City/County/State
- Consulting in other communities on replication model

### IMPACT METRICS
- Unemployment rate down
- Household income up
- # + age of enterprises up
- Model replication in other communities
- Graduation rate up
- Food Bank needs down
- Homelessness down
- Health services down

---

Social Business Model Canvas – Adapted by DAISA Enterprises