Golden mussel disinfestation

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Supplier of Fluctuation cages that will hold the GM Musels and allow them to release gametes in the reservoir Supplier of Monitoring probes that will hold all the sensors to monitor the quality of the water, owned bodiversity and massel widestation using environmental DNA Supplier of Electroporator devices that will be used to massively transfect musels that will be used to massively produce DNA constructs to be transfected to mussel embryos.	Diagnosis of infestation Microencapsulated pesticide application Microencapsulated pesticide application Customer support to acquire permits Disinfestation activities that includes handling of musels, cages, probes and analysis of the data and population dynamics models. Production of genetically modified mussel embryos Reservoir and power plant Monitoring of physical, chemical and biological parameters	Risk Reduction Cost Reduction Performance Gain	Get Direct visits and participation in congresses, conferences and fairs. Keep Presencial and highly technical customer support. Grow Grow. The GM Mussel conference; Price reduction	Operations engineer with Hydroelectric Power Plant (HPP) Economic buyers and decision maker. Maintenance engineer with HPP Influencer Environmental Manager with HPP Strategic and technical buyer. May be the decision maker in some cases. Head of legal department Influencer Financial manager May be the economical buyer and decision maker in some situations. Community leaders May be influences or substitutes if prejudice against CMOs exists.
	Key Resources Intellectual property Set of patents deposited during 860 phase: technical standards for use of 60/60 Cage design, and the standards of the set of 60/60 Cage design, and the standards of the set of 60/60 Cage design, and the standards of the set of 60/60 Cage design, and the standards of 60/60 Cage design, and		Channels Direct sales team Commercial proposals sent to close contracts for the acquisition of disinfestation, maintenance and assistance services Environmental consultancies Execute different services to operaturs on a regular basis	Environmental Agency technicians.
Cost Structure CAPEX equipment construction, hydratific and electric equipment construction, hydratific and electric equipment construction for material electric environmental receivily project, tips installation, environmental permits, company registration and opening	ojects, legislation to laboratories of this natu	re), indirect unications, ce and taxes)	disinfestation Maint	renance disinfestation subscription estation maintenance, infestation monitoring

Brainstorming Space		

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