### Key Partners

<table>
<thead>
<tr>
<th>Supplier of Fluctuation cages</th>
<th>Supplier of Monitoring probes</th>
<th>Supplier of Electroporator devices</th>
<th>Synthetic DNA supplier</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supplier of Fluctuation cages</td>
<td>Supplier of Monitoring probes</td>
<td>Supplier of Electroporator devices</td>
<td>Synthetic DNA supplier</td>
</tr>
</tbody>
</table>

- **Supplier of Fluctuation cages**: Will hold the GM Mussels and allow them to release gametes in the reservoir.
- **Supplier of Monitoring probes**: Will hold all the sensors to monitor the quality of the water, overall biodiversity and mussel infestation using environmental DNA.
- **Supplier of Electroporator devices**: Will be used to massively transfect mussels.
- **Synthetic DNA supplier**: Will be used to massively produce DNA constructs to be transfected to mussel embryos.

### Value Propositions

- **Diagnosis of infestation**
- **Microencapsulated pesticide application**
- **Customer support to acquire permits**
- **Disinfestation activities** that includes handling of aquatic cages, probes and analysis of all the data and population dynamics models.

### Customer Relationships

- **Production of genetically modified mussel embryos**
- **Reservoir and power plant Monitoring of physical, chemical and biological parameters**

### Customer Segments

- **Operations engineer with HPP**
- **Economic buyers and decision maker**
- **Maintenance engineer with HPP**
- **Influencer**
- **Head of legal department**
- **Financial manager**
- **Community leaders**
- **Environmental Agency technicians**

### Key Resources

- **Intellectual property**: Set of patents deposited during R&D phase; technical standards for use of GMO; Cage design, probe device, environmental DNA monitoring techniques among others. The GM mussel itself

### Channels

- **Sales teams**: Commercial protocols will be closer contracts for the acquisition of disinfection, maintenance and assistance services.
- **Environmental consultancies**: Execute different services to operators on a regular basis.

### Cost Structure

- **CAPEX**: Equipment, construction, hydraulic and electrical materials and installations, complementary projects, civil project, installation, environmental permits, company registration and opening.

### Revenue Streams

- **Stand alone disinfection**
- **Chemical pre-disinfestation**
- **Disinfestation maintenance, infestation monitoring**
- **Maintenance disinfection subscription**

---

*Business Model Canvas by Alexander Osterwalder from www.businessmodelgeneration.com | Business Model Canvas PDF Template The business model canvas itself is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.*