

Cláudia Ribeiro nº 105417  
Cristina Monteiro nº 101191  
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## CONTEXT

Small-scale farmers find it difficult to sell their products because they do not have sufficient market visibility.

This also happens in Carqueijo and surroundings.



## PROBLEM

Small-scale farmers have 2 alternatives to sell their products:

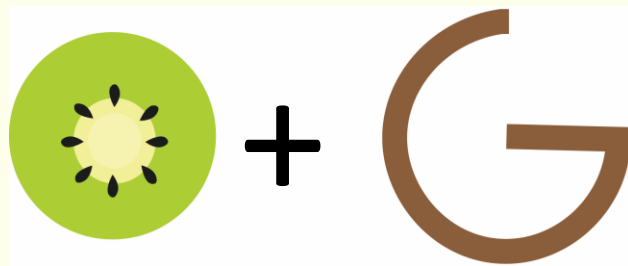
- To larger corporations, but they do not value the farmer and his products.
- To neighbours and surroundings, but this creates excesses and in time turn waste.



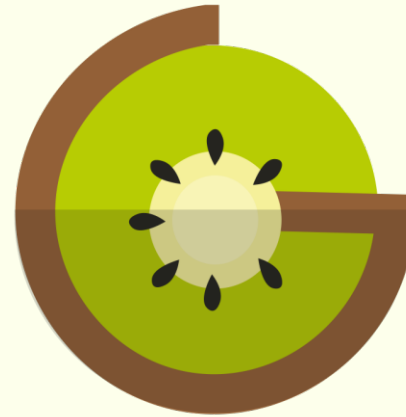


# IDENTITY

Kiwibee Logo

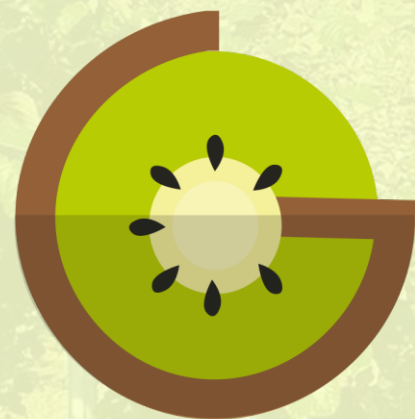


KIWI + G



Kiwibee  
REEN  
WORKSHOPS

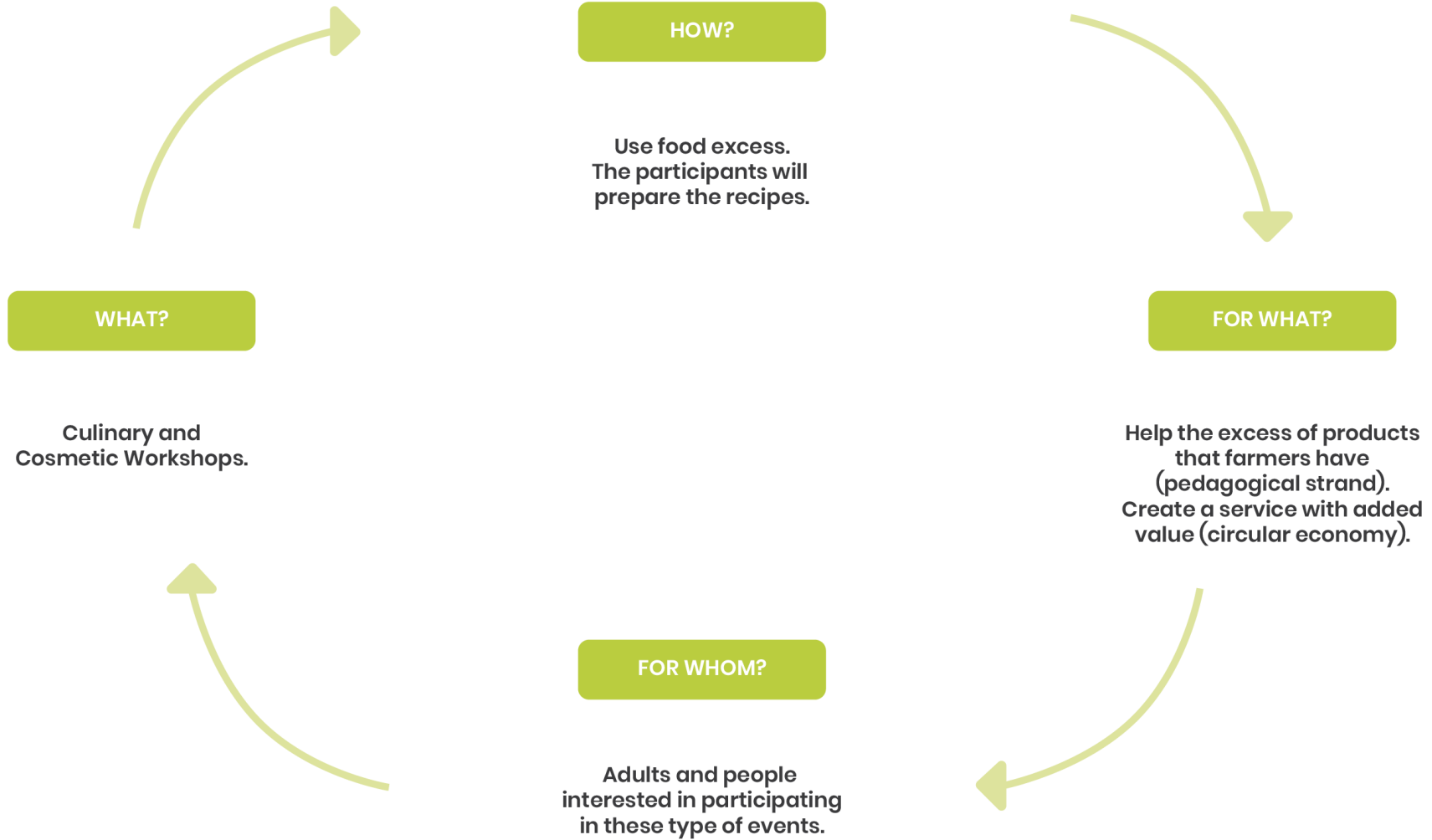




*KiwiBee*

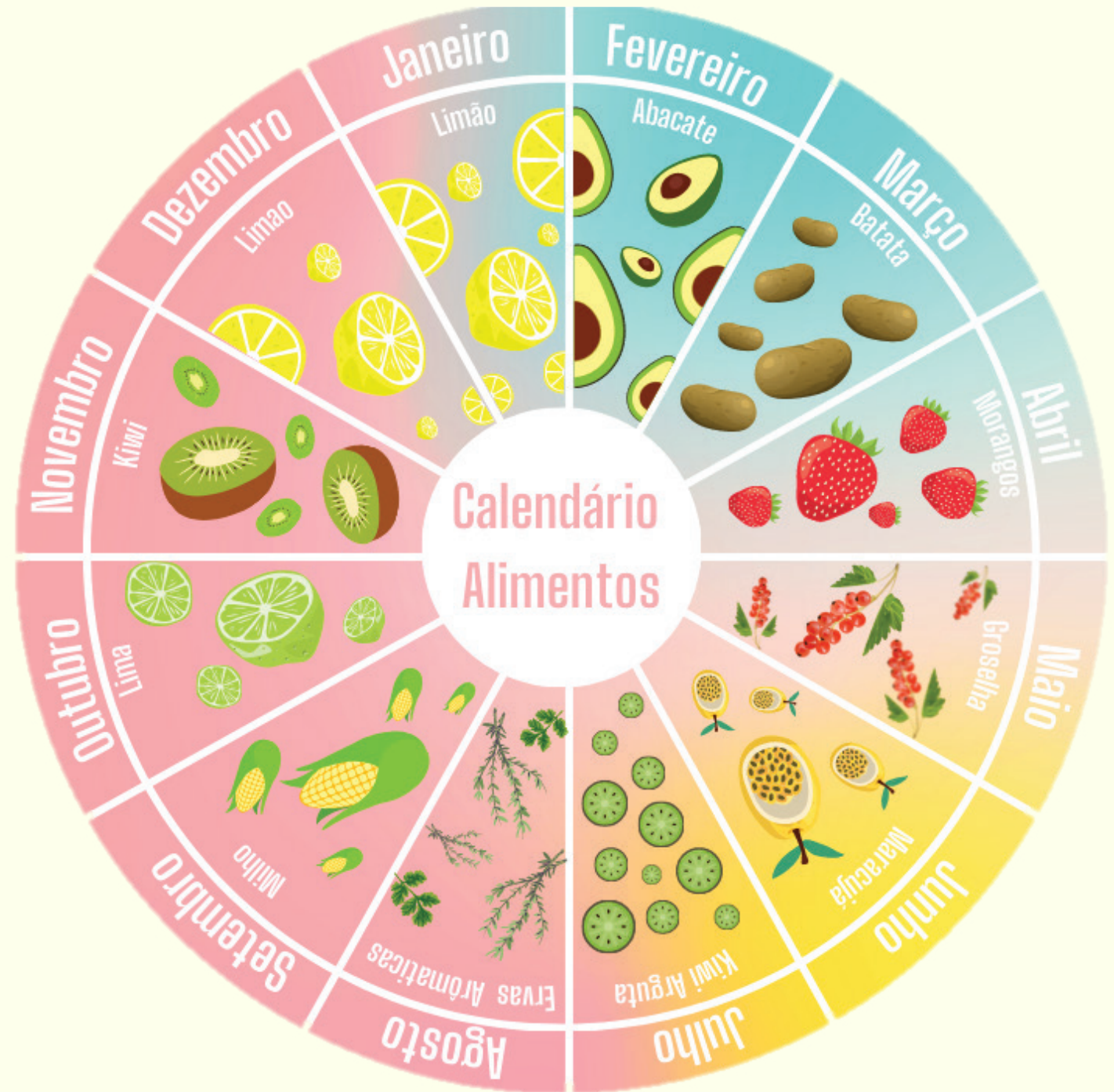
REEN  
WORKSHOPS

# SERVICE PROPOSAL






Each month has a different type of food. This calendar is made thinking about the best month to harvest the food chosen.







**Ana Gertrudes**

Farmer

 68 years old

 Àgueda

 Widow

### Bio

Ana is a farmer and she has an apple plantation. She has a serious issue with food excess that needs a solution. She has a busy life and a tight schedule.

### Social Network



### Frustrations

Food excess.  
Feels lonely due to her busy life.  
Her farm doesn't have visibility.

### Objectives

Find a solution for her food excess problem.  
Promote her farm.  
See how other farms work.  
Meet new farmers.



I have a lot of problems with food excess on my farm, so I'm excited to collaborate on this workshop!

### Personality

Introvert

Amiable

Active

Resilient

Animal Lover

Workaholic





**Jéssica Melo**

Member of Be Earth



35 years old



Àgueda



Married

### Bio

Jéssica Melo decided to found Be Earth with the objective of offering sustainable and ecological solutions, attending to everyone's necessities.

### Social Network



### Frustrations

Doesn't have enough visibility.  
Small number of partnerships with similar organizations.

### Objectives

Promote her services and products.  
Test new workshop formats.  
Help with food excess.



We're always looking for good opportunities to show our service.

### Personality

Crafty

Responsible

Eco-friendly

Entrepreneur

Proactive

Sustainable



**Sofia Pinto**

Student



24 years old



Aveiro



Single

### Bio

Sofia is a student that is currently studying marketing at Universidade of Aveiro. At the same time she has a small business of homemade cosmetics.

### Social Network



### Frustrations

Daily stress and anxiety due to her busy life, trying to manage between school and her business.

### Objectives

Learn new cosmetic recipes.  
Learn more about agricultural products and food waste.



Learn new recipes and unwind?  
Where do I sign up?

### Personality

Extrovert

Productive

Active

Creative

Anxious

Vegan





**John Brown**

Tourist



39 years old



England



Divorced

### Bio

John is a freelancer writer that loves to travel and after his divorce, he decided to embark on a journey to find himself again. Has a passion for slow tourism and nature.

### Social Network



### Frustrations

Lack of inspiration to write.  
Unhealthy lifestyle.  
Tired of the busy life in London.

### Objectives

Wants a healthier lifestyle.  
Find inspiration for his book.  
Learn more about sustainability.



I need to change my unhealthy habits and find new inspiration for my work.

### Personality

Bold

Fearless

Active

Peaceful


Adventurous

Foodie




**João Pereira**

Estudante

 7 years old

 Aveiro

 \_\_\_\_\_

### Bio

João is an hyperactive child that loves to play in the nature and spending time with his parents. He really likes animals and to help with his grandparent's farm.

### Redes Sociais



### Frustrações

Has troubles making friends.  
Hyperactivity.  
Doesn't spend a lot of time with his parents.

### Objetivos

Spend time with the animals.  
Have fun with his parents and other children.  
Eat new sweets.



I wanna pet the horses  
and eat a lot of sweets!

### Personalidade

Playfull

Kind

Hyperactive

Crafty

Curious

Brave





**Maria Silva**

Nurse

- 44 years old
- Àgueda
- Married

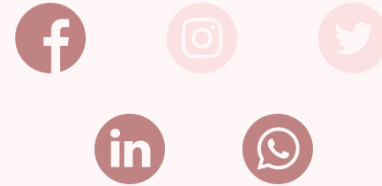


I want some fun activities where I can spend time with my family.

### Bio

Maria is a nurse that works full time and doesn't have enough time to spend with her husband and children.  
She has an interest for an healthy lifestyle.

### Social Network



### Frustrations

Not enough quality time with family.  
Tired of the city lifestyle.  
Medium cooking skills.

### Objectives

Learn new cooking recipes.  
Fun time with family.  
Escape her routine and be at one with the nature.

### Personality

Extrovert

Caring

Active

Creative

Adventurous

Healthy

	KiwiBee	'Os vizinhos' Farmers	Mercado Municipal de Águeda	Be Earth	Escola Profissional Vasconcelos Lebre	John Tourist	Maria Mother
KiwiBee	Promotion of the existence of the farm and its activities. Creation of events to drain the agricultural products of the farmers 'Os Vizinhos'.	Economic valuation of the agricultural products without drainage through workshops and commercial sale.	Increase in number of customers and commercial flow.	Publicity and increase of visibility of the company. Space for the practice and test of new workshops. Direct contact location with potential customers.	Publicity for the school and its courses. Space to practice in real context.	Experience of the event in rural location. Promotion of healthy habits and healthy lifestyle. Contact with people with portuguese nationality.	Experience of the event in rural location. Awareness for the problems that small farmers have.
'Os vizinhos' Farmers	Agricultural products without drainage with quality and regional value.	Solution for drainage of agricultural products.	Through Kiwibeee, increasing the number of customers and commercial flow.	Supplies of agricultural products for application in cosmetic workshop.	Product supplies agricultural for application at the cooking workshop.	Small agricultural products production with quality and the region.	Small agricultural products production with quality and the region.
Mercado Municipal de Águeda	Place of sale and promotion of events.	Place of sale of your products through Kiwibee newsstand.	Expansion of the commercial flow. Promotion of producers agricultural areas in the region.			Offer of small agricultural products production with quality and the region. Interaction with culture and tradition regional present in this type of commercial space.	Offer of small agricultural products production with quality and the region and commercial space experience at a leisurely and slow pace.
Be Earth	Organic cosmetics workshop.	Indirect contribution to the outflow of its agricultural products.	Indirect contribution to the increasing its commercial flow.	Promotion of your products and services. Increased experience work in workshops.	Knowledge sharing between the different workshops.	Product knowledge and practice ecological and alternative cosmetics.	Product knowledge and practice ecological and alternative cosmetics.
Escola Profissional Vasconcelos Lebre	Culinary workshop.	Indirect contribution to the outflow of your agricultural products.	Indirect contribution to the increasing its commercial flow.	Knowledge sharing between the different workshops.	Acquiring experience in real context in the practice of course of restoration. School/Course disclosure professionals available.	Knowledge and practice of healthy recipes.	Knowledge and practice of healthy recipes.
John Tourist	Payment in cash of the service offered. Dissemination of existence and activities of the farm.	Economic valuation of agricultural products. Increased visibility of these producers.	Support for local businesses and its agricultural producers.	Cash payment of the workshop. Company visibility. Adhesion of one more customer.	Monetary valuation of know-how of the student and teacher in the componentpractice of the restoration course.	Acquisition of eating habits and healthy and alternative personal care. Inspiration for your profession as a writer.	Creation of new friendships, exchange cultural and sharing the experience on the farm.
Maria Mother	Payment in cash of the service offered. Dissemination of existence and activities of the farm.	Economic valuation of agricultural products. Increased visibility of these producers.	Support for local businesses and its agricultural producers.	Cash payment of the workshop. Company visibility. Adhesion of one more customer.	Monetary valuation of know-how of the student and teacher in the componentpractice of the restoration course.	Creation of new friendships, cultural exchange and sharing the experience on the farm.	Creating new family memories. Interest in outflow of agricultural products.

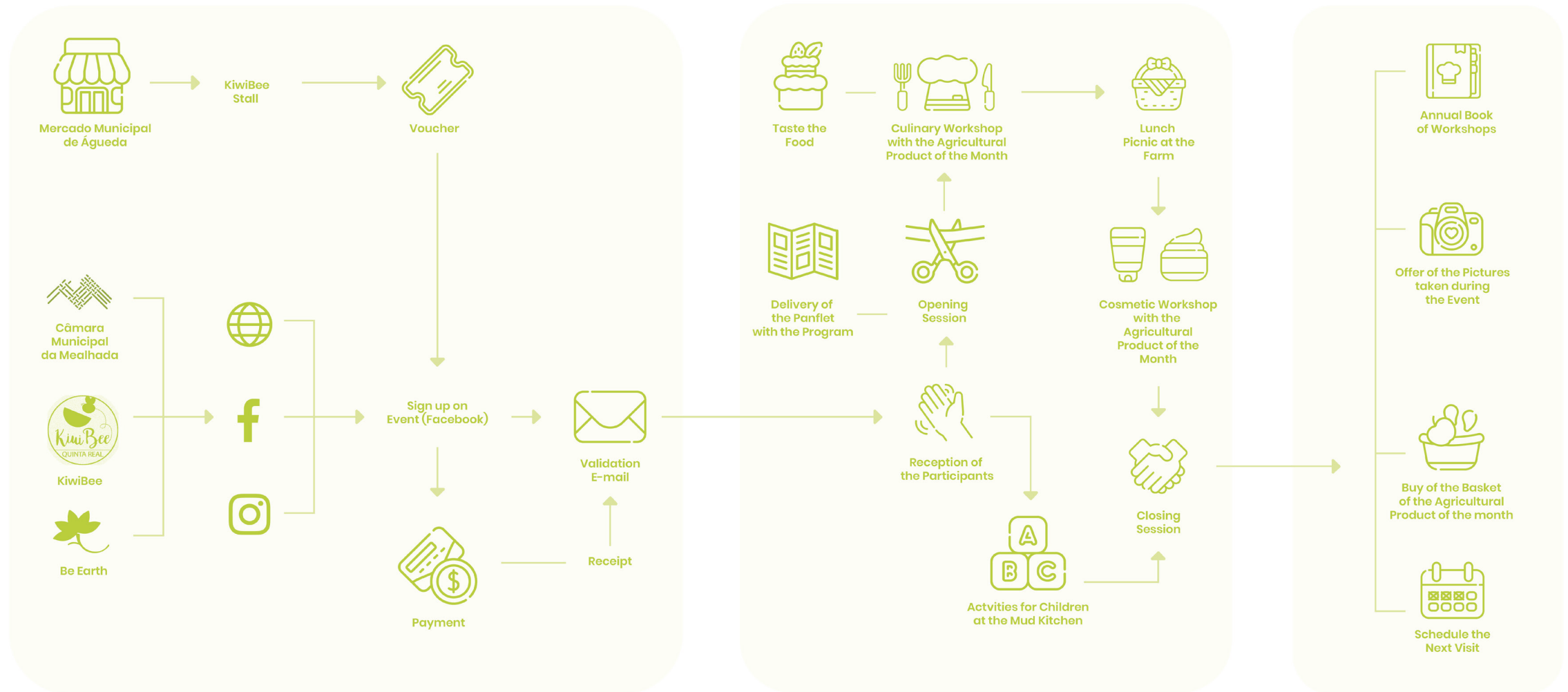


# MAP SYSTEM

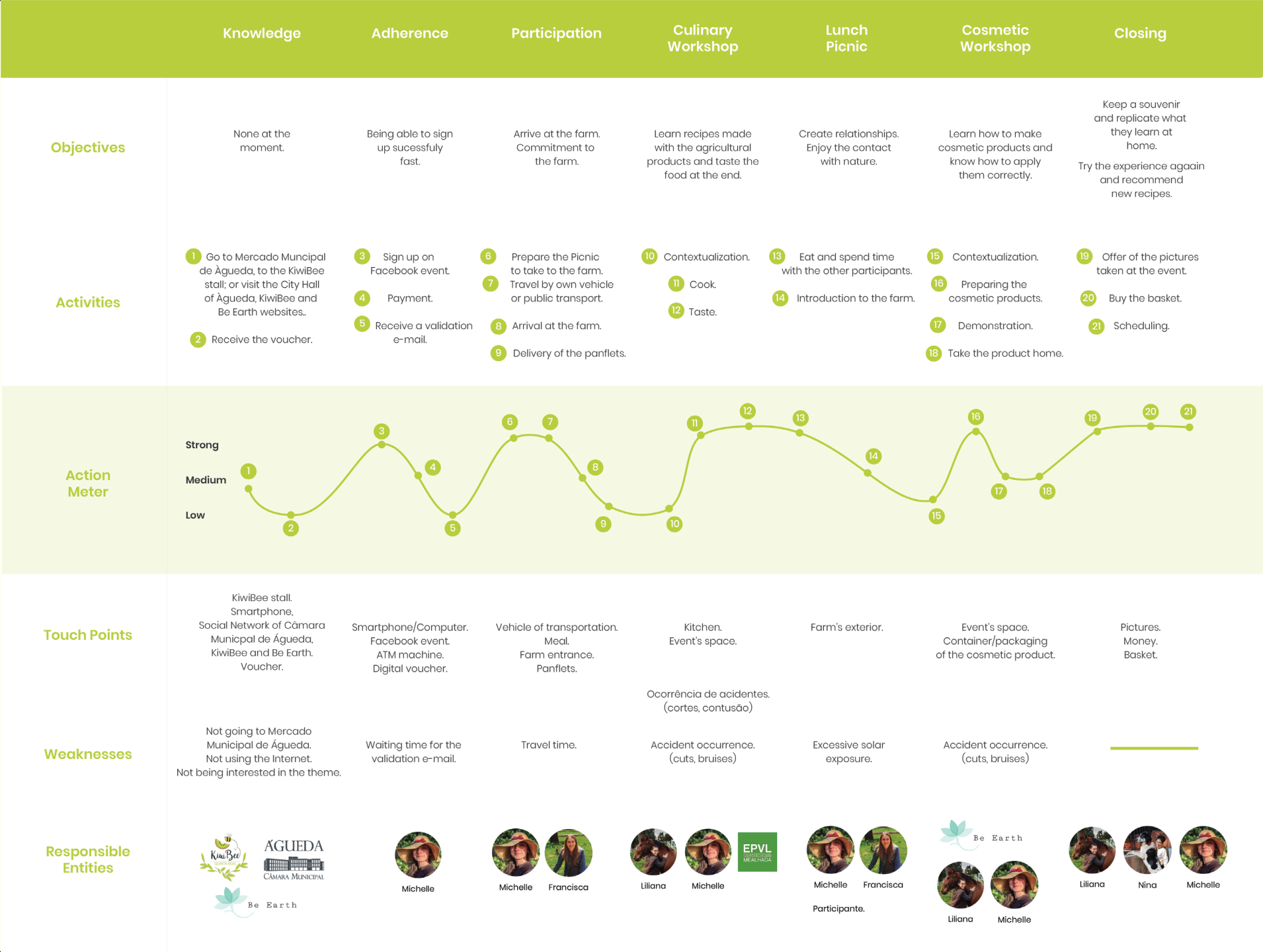
## Knowledge and Adherence to the Service

## Service Experience

## Consolidation of the Service



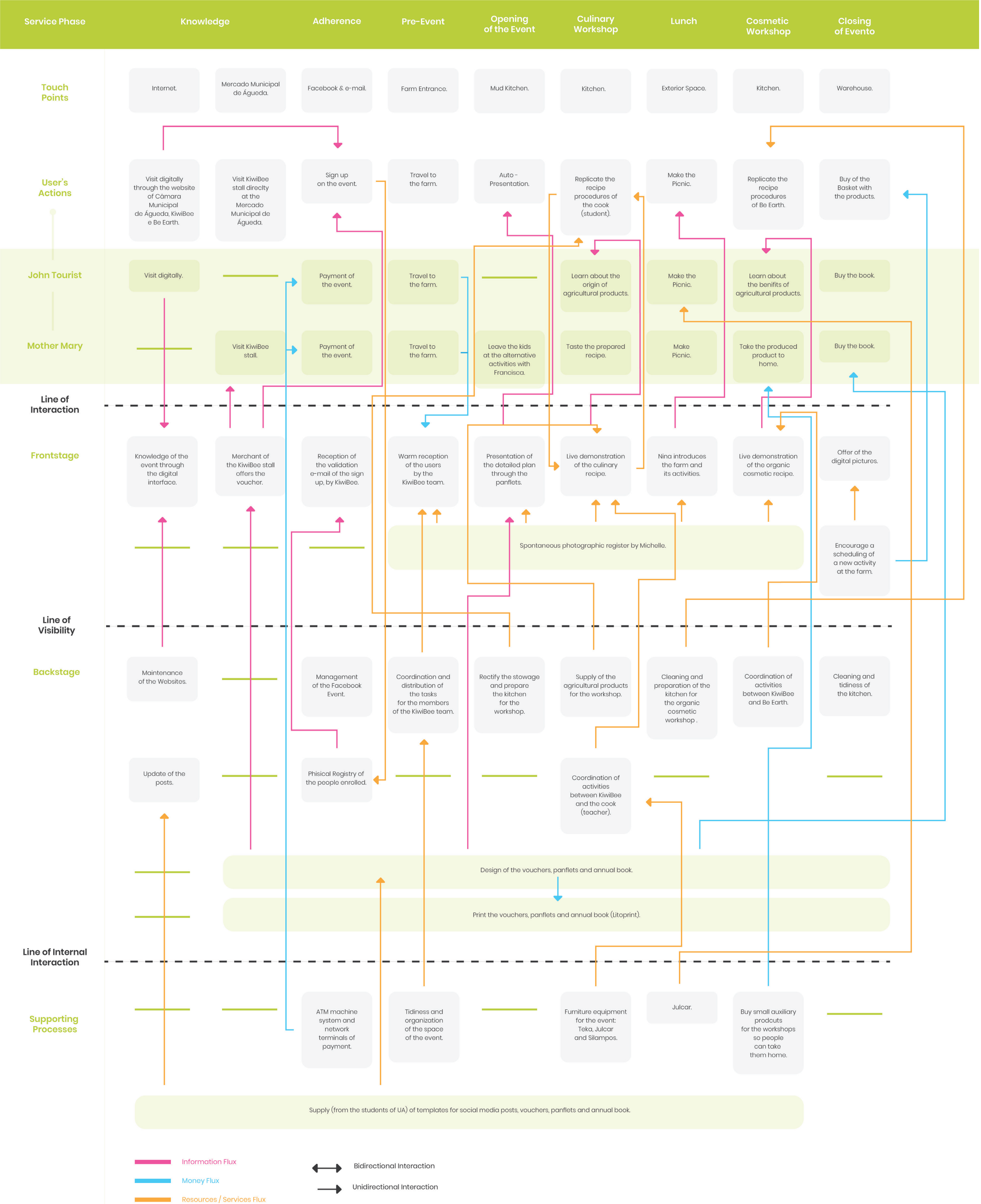
# USER JOURNEY MAP





## BUSINESS MODEL CANVAS

<div>KEY PARTNERS</div> <div>Kiwibee: all the members of the team.</div> <div>“Os Vizinhos” – small producers: Quinta da Remolha, Latitude em Sintonia, A Nossa Quinta, and others without a name.</div> <div>Escola Profissional Vasconcelos Lebre: 1 teacher and 2 students from the Curso Profissional Técnico de Restauração (cooking and pastry).</div> <div>Be Earth: member from the company who is responsible for the organization of the workshops.</div>	<div>KEY ACTIVITIES</div> <div>Culinary Workshop: learn about the agricultural products, cooking and tasting what is made.</div> <div>Cosmetic Workshop: learn about the cosmetic benefits of food, prepare the cosmetic product, demonstration of its application and offer of that product to take it home.</div> <div>KEY RESOURCES</div> <div>“Os Vizinhos” – producers</div> <div>Silampos, Aveiro (utensils for the kitchen)</div> <div>Teka, Aveiro (home appliances)</div> <div>Julcar, Águeda (furniture)</div>	<div>VALUE PROPOSITION</div> <div>Weekly event (saturdays) on the Quinta Real Kiwibee in a workshop format, made with agricultural products.</div> <div>Awareness and strand teaching on the problem of outflow of agricultural products of small farmers.</div>	<div>CUSTOMER RELATIONSHIP</div> <div>Direct contact with KiwiBee clients at Mercado Municipal de Águeda.</div> <div>Dissemination on social media of Kiwibee (creation of events on Facebook), Be Earth, Câmara Municipal de Mealhada.</div> <div>CHANNELS</div> <div>Mercado Municipal de Águeda (disseminator of the event).</div> <div>Câmara Municipal da Mealhada (disseminator of the event)</div>	<div>CUSTOMER SEGMENTS</div> <div>People between 18 and 75 years old with:</div> <div>– Interest in cooking and/or cosmetics, spend the say in a rural location;</div> <div>– Sensitivity to support the production and local trade of small farmer products.</div>
<div>COST STRUCTURES</div> <div>Remuneration to Be Earth.</div> <div>Remuneration to Escola Profissional Vasconcelos Lebre.</div> <div>Print of the panflets, vouchers and book.</div> <div>Electricity and water.</div>		<div>REVENUE STREAMS</div> <div>Buy tickets for the event.</div> <div>Buy the agricultural products.</div> <div>Buy of the book about the workshops (edited annually).</div>		





# WEB PUBLICATIONS



# VOUCHER

The voucher will be sold in the days of the market, as a way to get other people to know about the workshop.

## VOUCHER

### WORKSHOP DE PRODUTOS DE MORANGO

Quinta Real KiwiBee

Dia 21 de Junho de 2021 | 10:30 h

\*Atividades incluídas para crianças a partir  
dos 5 anos (entrada gratuita)

50 €





## CONTACTE-NOS !

+351 910 456 987

Rua qualquer coisa, nº tal

facebook.com/QuintaRealKiwiBee

quintarealkiwibee@gmail.com





# FOLDABLE

The foldable will be distributed as a guide on each workshop day.  
It has information about how the workshop works, what kind of product its gonna be about and the recipe for the culinary workshop and cosmetic workshop.









# # WORKSHOP DE PRODUTOS DE MARACUJÁ APRENDE A NÃO DESPERDIÇAR

**WORKSHOP  
PARTE MANHÃ**  
Com este workshop aprende receitas  
com a utilização do Maracujá como  
base de alimentação.



**WORKSHOP  
PARTE DA TARDE**  
Com este workshop aprende receitas  
de produtos de cosmética com a  
utilização da Abacate como base do  
produto.



**JUNHO  
TODOS OS DOMINGOS**



**DAS 10H30 ÀS 16H30**



## # WORKSHOP PARTE DA MANHÃ CREME GELADO DE MARACUJÁ

**INGREDIENTES:**  
• 3 colheres (sopa) de creme de leite  
• 1 colher (chá) de suco de maracujá natural  
• 1 lata de leite condensado

**MODO DE PREPARO**  
• Colocar 3 colheres (sopa) do creme de leite  
na cobertura,  
• Adicionar o suco de maracujá com o leite  
condensado no liquidificador até  
homogeneizar. Aos poucos e sem parar de  
bater, acrescentar o creme de leite restante.  
• Colocar em 6 taças com capacidade  
de 100 ml e deixar na geladeira por 1  
hora.  
• Decorar com uma colherada da ganache  
de creme de maracujá, decorar com  
o suco de maracujá e servir gelado.



## # RECEITAS BASE DE MARACUJÁ

### • CREME GELADO DE MARACUJÁ

### • ÓLEO ESSENCIAL DE CASCA DE MARACUJÁ



## # WORKSHOP PARTE DA TARDE ÓLEO ESSENCIAL DE CASCA DE MARACUJÁ

**INGREDIENTES:**  
• Casca de maracujá (250 g)  
• 1 frasco de vidro  
• 1 copo de água (100 ml)  
• 1 copo (100 ml) de óleo de coco  
• 1 saco térmico (que suporte altas  
temperaturas ou um recipiente com  
tampa)

**MODO DE PREPARO**  
• Ferver a água numa panela.  
• Colocar a casca na água a ferver.  
• Deixar cozinhar por um minuto.  
• Colocar o saco térmico numa panela.  
• Juntar o óleo e a água com a casca de  
maracujá.  
• Aquecer o saco em banho-maria por duas  
horas e meia.  
• Por fim, quando for retirada do fogo,  
deixar descansar durante 24 horas.  
• Separar as cascas do óleo.



# RECIPE BOOK

The recipe book will be sold at the end of the year with every recipe done in the workshops, as well as pictures of the workshop participants and some dedications.



## INGREDIENTES:

1 lata de creme de leite  
1 caixinha de leite condensado  
suco de 1 limão siciliano  
4 colheres de sopa de açúcar (ou a seu gosto)  
500g de kiwi descascado  
1 kiwi para decorar

## MODO DE PREPARO:

1. Banhe os kiwis no suco de limão eleve-os ao liquidificador com o creme de leite, o açúcar e o leite condensado e bata até ficar um creme liso. Se quiser mais consistente, use o creme de leite sem o soro.
2. Distribua o creme em taças e decore cada uma com uma fatia grossa de kiwi. Leve à geladeira para gelar antes de servir.

## DIP DE ABACATE



### INGREDIENTES:

½ abacate  
1 dente de alho  
1 colher (chá) de azeite  
caldo de ½ limão  
sal e pimenta-do-reino moída na hora a gosto  
folhas de coentro (ou salsinha) para decorar

### MODO DE PREPARO:

1. Bata o dente de alho com uma pitada de sal no pilão. É ótimo para desestressar. Se preferir, pique bem fininho com uma faca, junte uma pitada de sal e continue picando, até formar uma pastinha.
2. Num prato, amasse a polpa de meio abacate com um garfo. (A outra metade guarde na geladeira com o caroço para não pretejar.) Junte a pasta de alho e o caldo de ½ limão.
3. Misture bem os ingredientes, verifique o sabor e tempere com mais sal, pimenta e um fio de azeite. Se quiser, junte umas folhas frescas de coentro ou de salsinha. Transfira para uma tigela e sirva a seguir com torradinhas de pão integral.



## RECEITA DE MOUSE DE LIMÃO



### INGREDIENTES:

1 lata de leite condensado

1 lata de creme de leite

1/2 xícara de suco de limão (esse suco é puro mesmo, sem água, é só espremer o limão)

### MODO DE PREPARO:

1. Coloque no liquidificador o creme de leite (com soro mesmo) e o leite condensado.
2. Bata um pouco e depois vá acrescentando o suco do limão, aos poucos.
3. Ele vai ficar bem consistente, leve à geladeira.



## ÓLEO ESSENCIAL DE CASCA DE MARACUJÁ



### INGREDIENTES:

- Casca de maracujá (250 g)
- 1 frasco de vidro
- 1 copo de água (100 ml)
- 1 copo (100 ml) de óleo de coco
- Saco térmico (que suporte altas temperaturas ou um recipiente com tampa)

### MODO DE PREPARO:

Ferva a água numa panela.  
Coloque a casca na água a ferver.  
Deixe cozinhar por um minuto.  
Coloque o saco térmico numa panela.  
Junte o óleo e a água com a casca de maracujá.  
Aqueça o saco em banho-maria por duas horas e meia.  
Por fim, quando for retirada da fogo, deixe-a descansar durante 24 horas.

**THANK YOU !**