










FOOD FROM THE SEA


WORKSHOP TO DESIGN AN OSU CENTER FOR SEAFOOD SYSTEMS AND INNOVATION

<p>Key Resources Key Partners</p> 	<p>Key Activities</p> 	<p>Mission Value Propositions</p> 	<p>Stakeholder Engagement Customer Relationships & Channels</p> 	<p>Stakeholders Customer Segments</p> 
<p>Revenue Streams Cost Structure</p> 				

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<p>Key Resources Key Partners</p>  <p>What are the key resources a center needs to create the services it provides?</p> <p>Physical assets? Be specific.</p> <p>Human resources? Be specific. How many people and what kind?</p> <p>Who are the key partners that help the center with these resources or help create the services the center provide to those it serves?</p> <p>What do partners do for the center?</p> <p>Look around you today. Who is here? Who is not here but should be?</p>	<p>Key Activities</p>  <p>What are the key activities that create the services the center provides? Think in 4 broad categories:</p> <ul style="list-style-type: none"> • Research projects • Education/curriculum • Outreach and engagement • Business development/workforce training <p>What specific projects or programs would be most relevant to helping you do your work?</p>	<p>Mission Value Propositions</p>  <p>How does the center help those it intends to serve?</p> <p>In your own work, how does the center's work help you get your job done better?</p> <p>Write future headline for your favorite trade magazine/publication's cover about a success that the center became famous for.</p> <p>In your community, and with those that are underserved or underrepresented, what value could the center provide?</p>	<p>Stakeholder Engagement Customer Relationships & Channels</p>  <p>In your own work, how do you want to be connected to and engaged with the center?</p> <p>What are important best practices that a new center could use to involve all stakeholders and audiences in research, training, and outreach and engagement?</p>	<p>Stakeholders Customer Segments</p>  <p>Who should the center serve, and what are they (stakeholders) trying get done?</p> <p>In your own work- what "jobs" are you trying to get done that the center could help with?</p> <p>In your community who are most underserved stakeholders that should be included?</p> <p>In the seafood system where are OSU's relationships most needed and underrepresented?</p>
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<p>Revenue Streams Cost Structure</p> 	<p>How does the center's key activities and value translate into revenue? What are the most creative ways to generate money for a seafood center?</p> <p>For what services are individuals or businesses willing to pay?</p> <p>How do the key partners, resources, and activities translate into our institution's cost model?</p> <p>If you were in charge of a \$5,000,000 budget for a university center focused on seafood system innovation, how would you use it?</p>
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Adapted from: Business Model Canvas, Strategyzer AG