

Hidden Market.

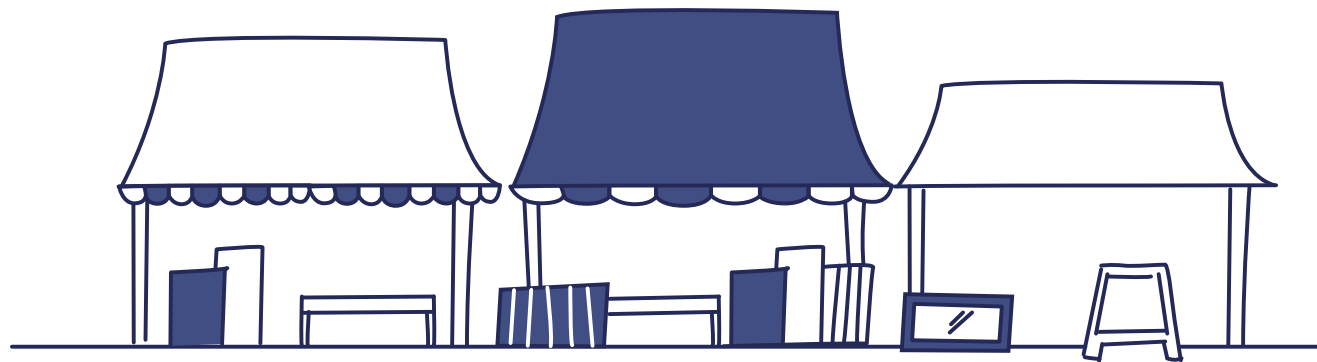
Find the beauty that lays inside

Problem Framing.

Open markets are a rooted tradition in Europe, and in Italy are a big part of the cultural heritage. Although, in the last years they have been struggling to compete against chain markets, and other actors, that have a better offer for younger generations.

A big issue in open markets is food waste. By regulation, they are compelled to throw away the food that remains unsold at the end of the day, food that is perfectly edible.

With COVID's situation these issues were exacerbated.



Problem Framing.

What makes them vulnerable:

- Their business model lacks of resilience.
- They live the day by day depending mostly on daily sales, if they don't work, they don't have any income.
- Are highly **dependant** on the regulations and measurements taken **by the municipality**.
- Are losing clients due to online shopping and big distribution channels.
- Incapability of selling “**Ugly**” **products** due to the aspect despite their good quality.
- Unavailability of selling all the products generating **food waste**.

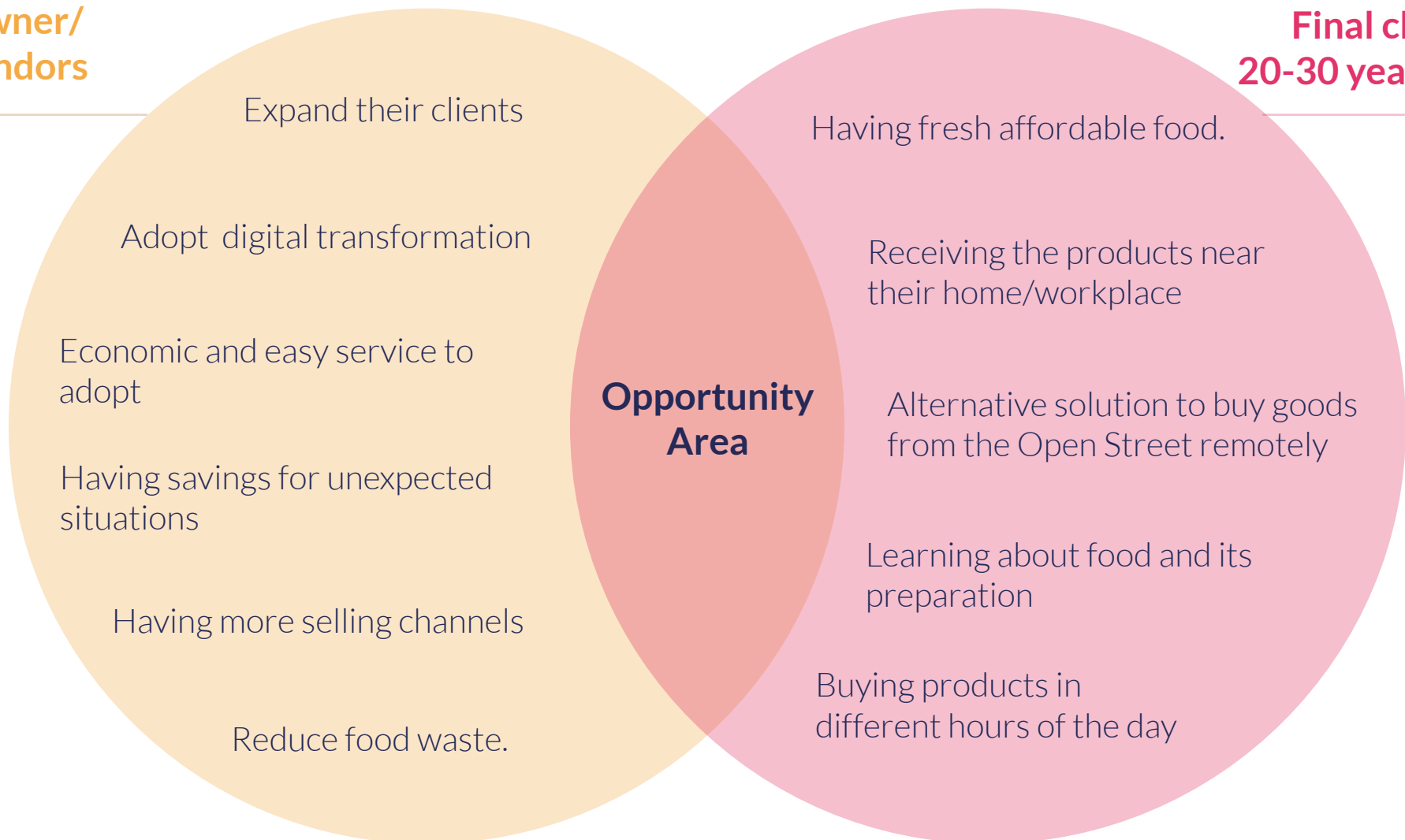


Problem Framing.

Needs

Owner/
Vendors

Final client /
20-30 years old



Problem Framing.

“We cannot compete against free deliveries from supermarkets and their food prices, even if our products have better quality”

Vendors
Valvassori Peroni Market Milano

How might we
support the
market's activities
while *avoiding*
food waste?



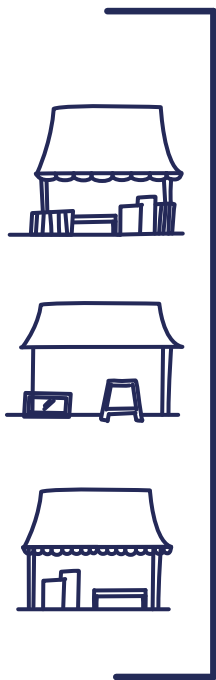
We save the food that's still in good shape but remained at the end of the day at the markets to create your food bags.

Our Hosts and Hubs will keep it safe for you until you pick up at the time you prefer!

#ReduceFoodWaste #CreateACommunityofNeighbours #ShareKnowledgeAroundLocalFood #AdoptingRemainingFood

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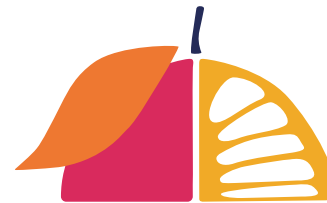
How it works



Vendors hand in the fruits and vegetables that are still good to consume but weren't sold at the end of the day.



Hidden Market employees pick up the goods and prepare the bags to be delivered to the hosts.



Hidden Market.

Hidden Market is thought to be a social business, so its scope is not to make profit but to generate social impact. The revenue is used in maintaining the structure of the market. and the surplus is reinvested in the company to make a bigger impact.



Market vendors that join Hidden Market, receive as compensation courses with our partners, that can help them improve their offer and business. They also have a discount code for using if they want to get other courses.

At the end of the year, each market receives as well a **percentage of the surplus** of the year meant to improve their activity.

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Users

Pains/ Constraints

Finds it hard to expand his selling channels.

Can't **afford doing deliveries since the cost is higher than the profits.**

Doesn't know how to adapt the business to the online world.

He is concerned about **the amount of food that is thrown away after each market.**

Expectations

Reskill himself to **expand** the selling channels and adopt his business to **the digital.**

Having an **economic backup** in case of future emergencies.

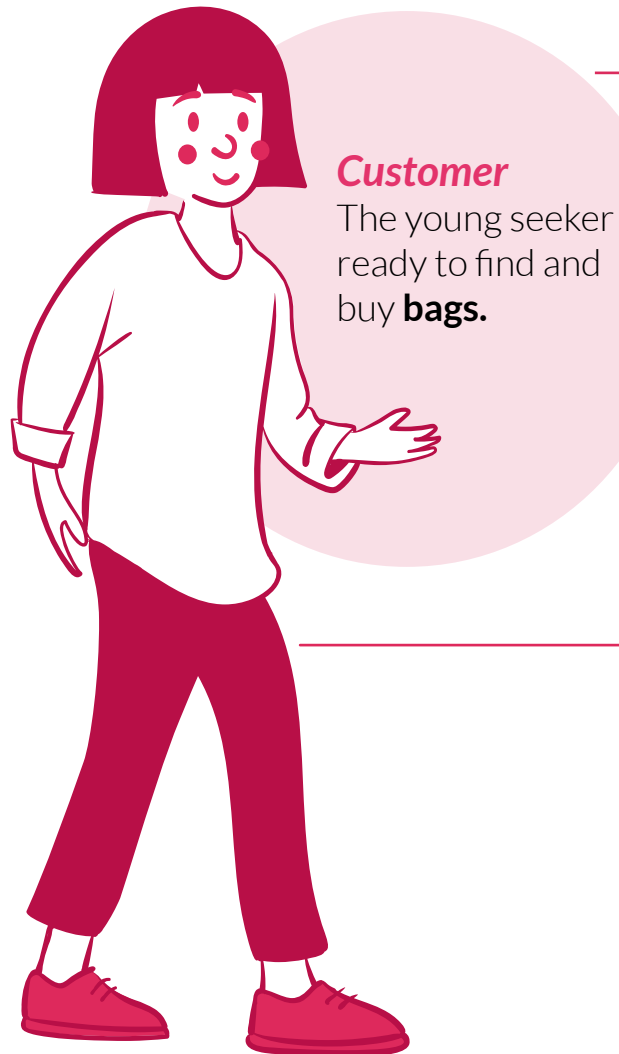


The Vendor

The one in charge of the goods, the one who decides what goes in the bags and what not.

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Users



Customer

The young seeker ready to find and buy **bags**.

Pains/ Constraints

Finds it hard to fit going to the market in her **schedule** due to its times.

Can't **afford fresh products** on daily basis.

Doesn't know **how to cook fresh products**, so she prefers supermarket pre-cooked options.

She is concerned about **sustainability issues** related to food.

Expectations

Eating fresh food, that is also cheap.

Being in contact with her local market, but not so early in the morning.

Learning how to cook fresh products, so she can have healthier meals.

Buying from brands that show **environmental and social equity**.

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Users



Hubs Expectations

Increase the business awareness in the neighborhood

Increase the amount of clients going to their business and revenues

Offering new services to their clients

Hosts Expectations

He would like to **be an active part of his community.**

He'd enjoy **sharing his spare time** with others whose interests go in line with his own.

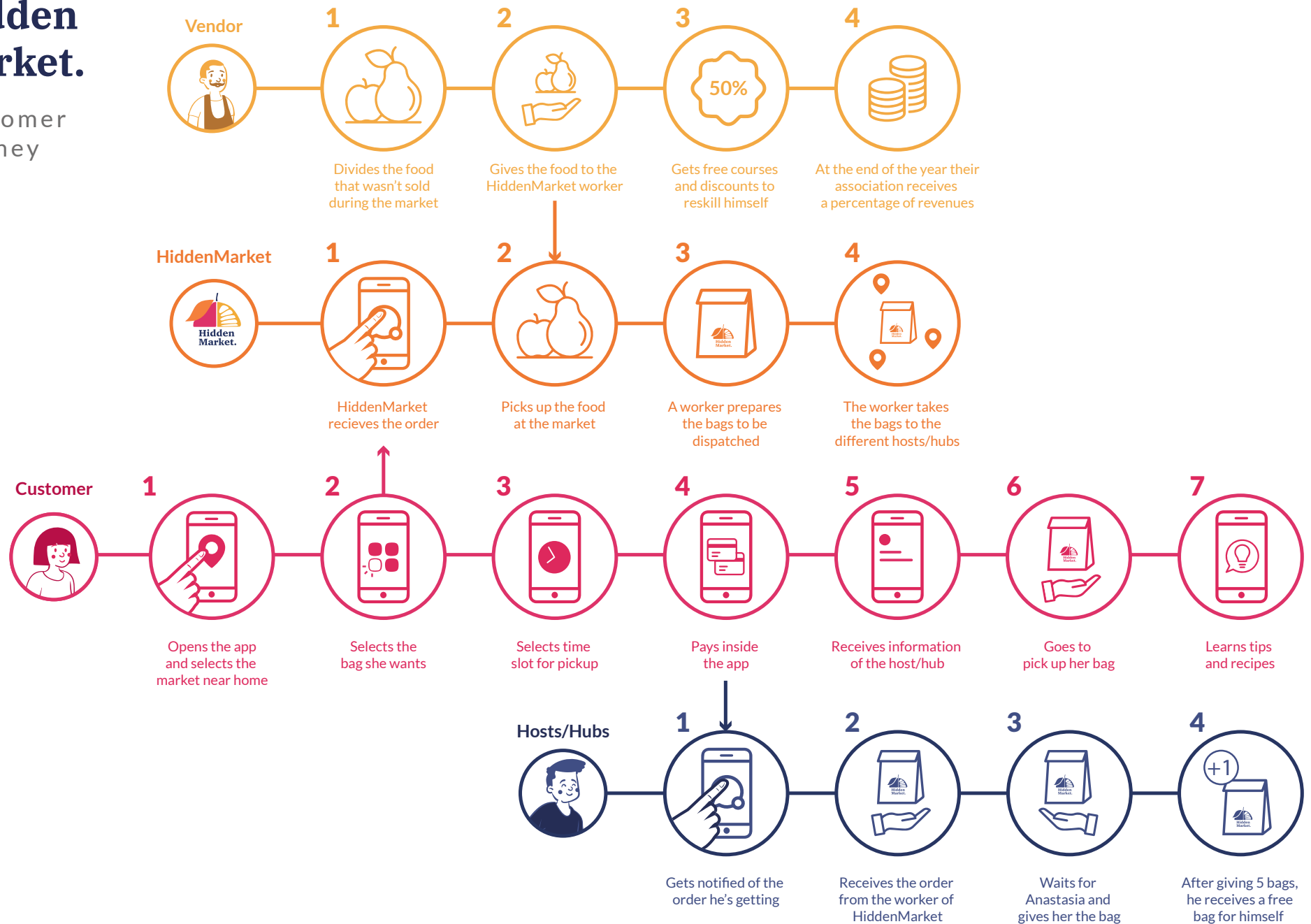
The Host & Hubs

The noble helpers who takes care of the bags while the customer is away.



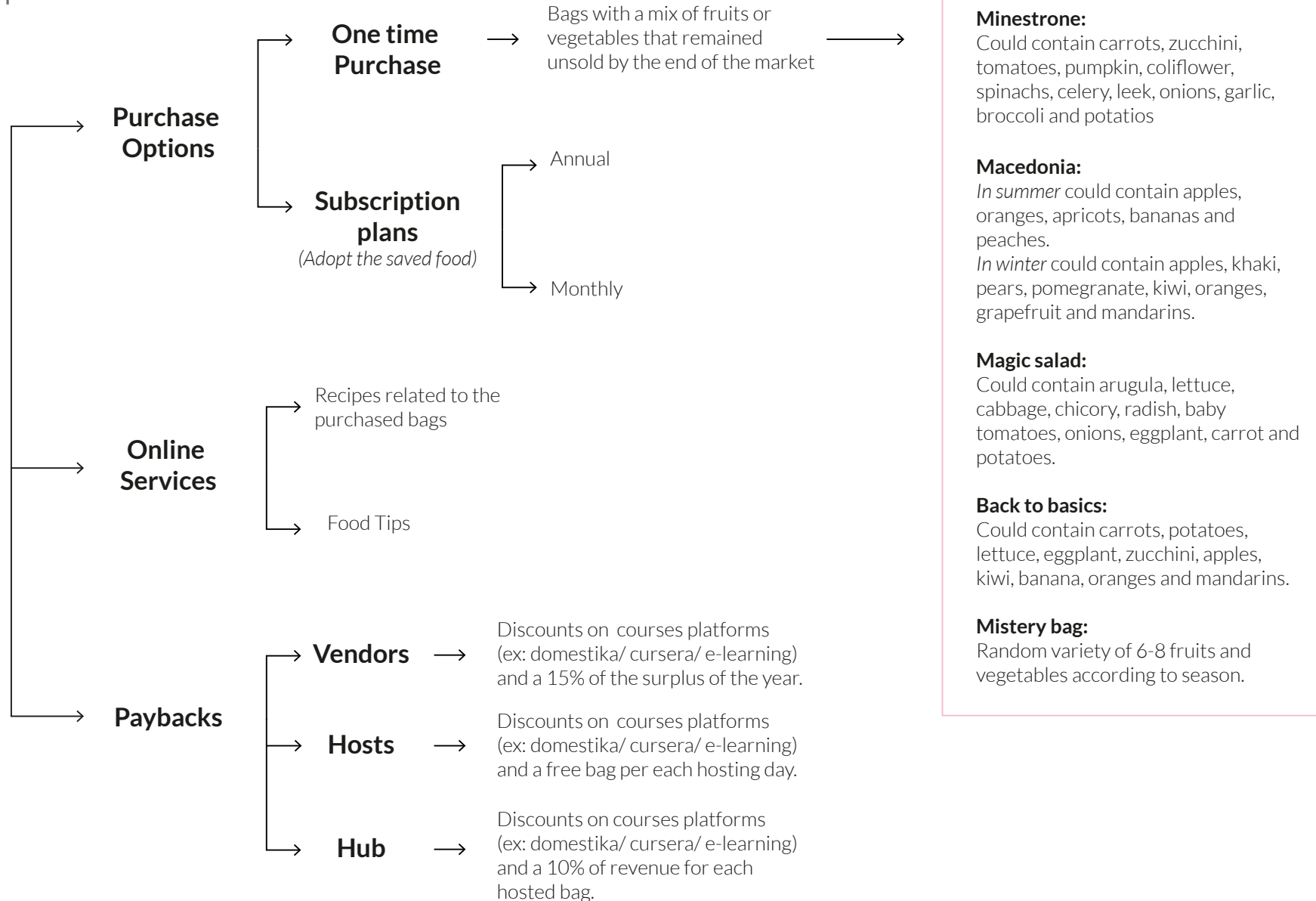
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Customer journey



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Offering Map



Minestrone:

Could contain carrots, zucchini, tomatoes, pumpkin, coliflower, spinachs, celery, leek, onions, garlic, broccoli and potatoes

Macedonia:

In summer could contain apples, oranges, apricots, bananas and peaches.
In winter could contain apples, khaki, pears, pomegranate, kiwi, oranges, grapefruit and mandarins.

Magic salad:

Could contain arugula, lettuce, cabbage, chicory, radish, baby tomatoes, onions, eggplant, carrot and potatoes.

Back to basics:

Could contain carrots, potatoes, lettuce, eggplant, zucchini, apples, kiwi, banana, oranges and mandarins.

Mistery bag:

Random variety of 6-8 fruits and vegetables according to season.

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Touchpoints - Bags

Magic salad



Back to basics



Macedonia



Minestrone



Mistery bag



Bags

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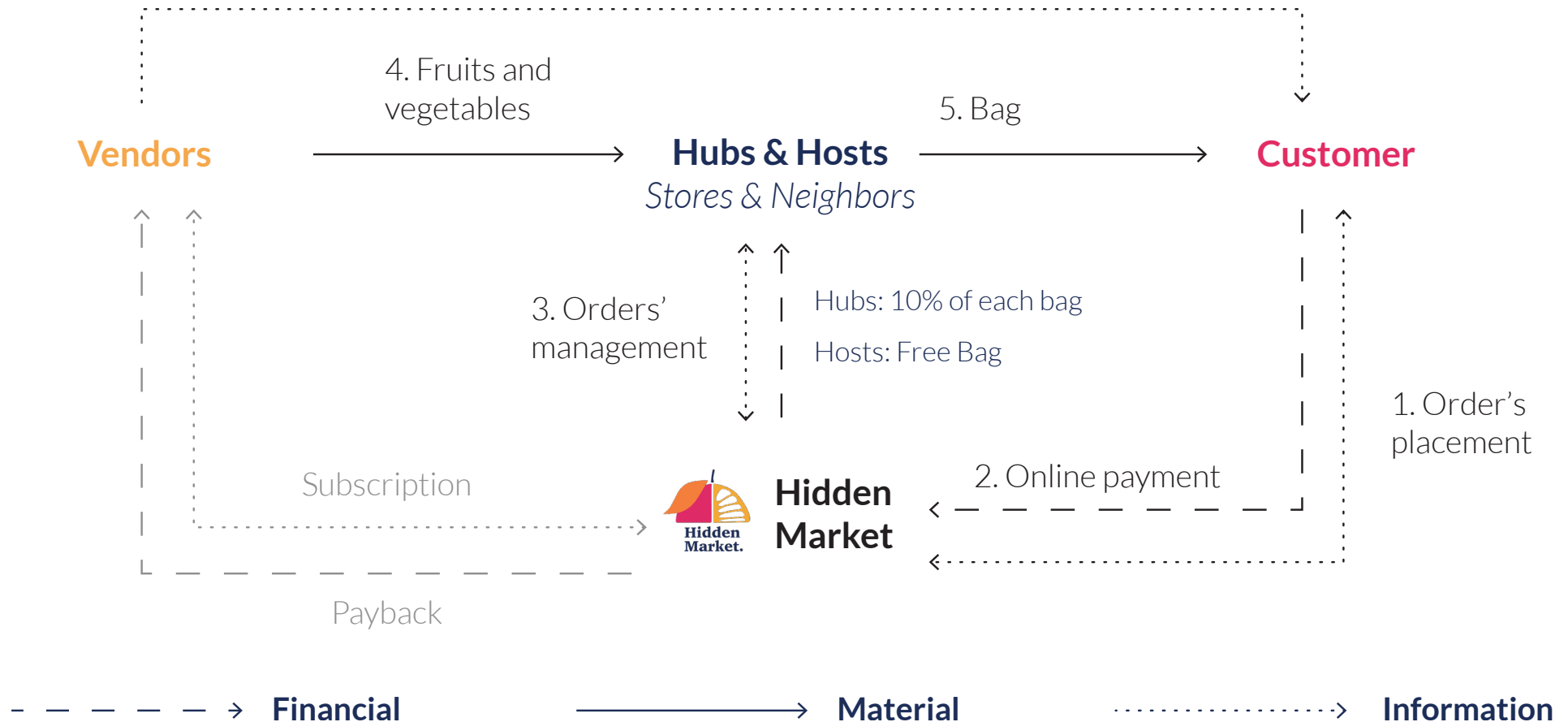
Touchpoints - Cards



Postcards placed inside of each bag telling the stories about the market, its vendors and how to keep or prepare the food inside of the bag.

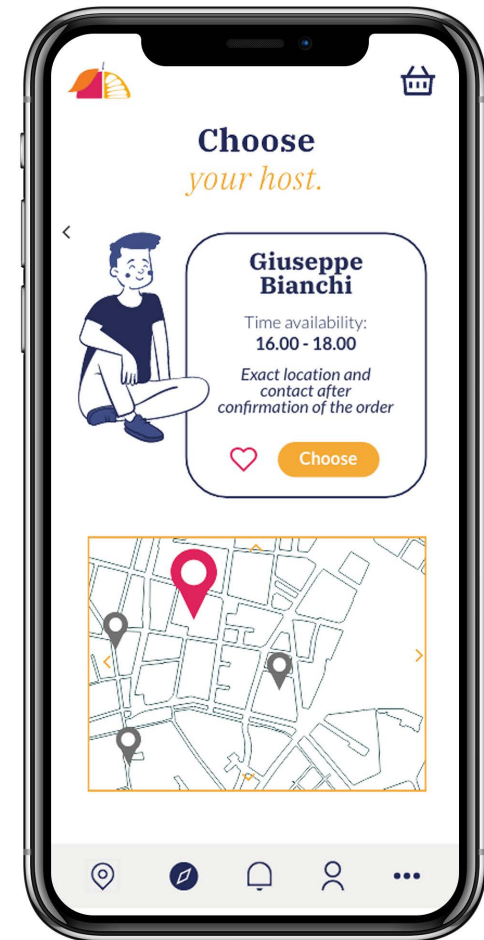
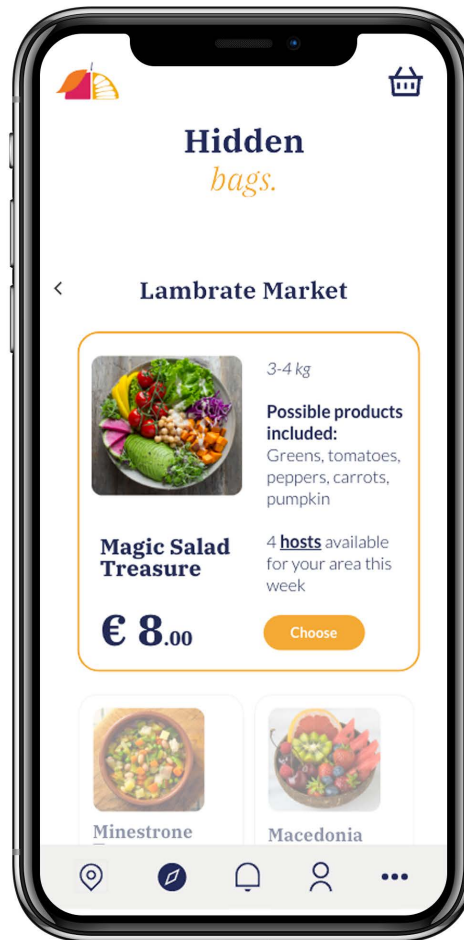
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System Map



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Touchpoints - APP



HiddenMarket app interface

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What makes us different

Customer

Access to good quality and fresh products at a **good price**.

Availability to **buy online** from the Street Market.

Sustainable approach supporting **the zero waste** in street markets.

Flexibility to fix the pick-up time and place.

Sense of retribution to their community.

Hub

Creating a network with the other stores from the neighbourhood.

Increase clients and revenues.

Discounts on online courses (domestika/ cursera/ e-learning)

10% of the hosted bags.

Host

Connecting with people from the neighbourhood, not only young generations, but with other hosts.

Discounts on online courses (domestika/ cursera/ e-learning)

A **free bag** per each hosting day.

Vendor

Attract **new customers**.

Increase **resilience**.

Multiply selling channels.

Enhance **collaboration** between vendors.



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Partners

Who are our partners:

External e-learning platforms or other companies that provide access to courses for reskilling vendors, hosts, hubs and clients.

Currently we are focused on e-learning platforms, because of the ongoing distancing measures e.g. Coursera, Domestika. And some platforms specialized in food related skill training e.g. Foodhub.

Platforms and companies that have the same social and environmental ideals as us.

Benefits:

Increase brand awareness & bring potential clients



What they give to us:

Initial access to three free courses for reskilling vendors

Discounts for all the courses they offer, that can be used by all our actors.

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Business model canvas

Key Partners

- Local Market's vendors.
- Hosts.
- Hubs.
- E-learning platforms. es coursera, foodhub, domestika.
- Public Administration.

Key Activities

- Online platform development and maintenance.
- Vendors and hubs partnership.
- Marketing strategy
- Legal advising for public regulations
- Seek for investment

Key Resources

- Online platform
- Human resources (front-end and back-end)
- Hubs, hosts and vendors network
- Operational resources

Value Proposition

For our customers

we offer affordable quality food that are saved from the markets delivered to convenient locations near their homes. HiddenMarket offers a network around local consumption, sustainable habits and sustaining the small producers and vendors.

For market vendors who have struggles keeping up with the market needs and adopting digital technologies, HiddenMarket helps them get tools to improve their skills to improve their offer, as well as giving them extra economic support.

Costumer Relationships

- Ratings
- Surveys
- Contact forms
- Social media interactions

Channels

- Online Platform.
- App
- Social Media.
- Email
- Targeting blogs.
- Hubs
- Market

Costumer Segments

Consumers:

Young people (20-30 years old), students and workers of age between 22 and 32 who feel a compromise in adopting a sustainable lifestyle. That feel accountable for the environmental crisis and social inclusion.

Business:

Market Vendors who want to become more resilient when facing unexpected situations and to adapt to new customer's patterns and technologies.

Cost Structure

One Time Initial Expenses:

- Website and app development.
- Infrastructure
- Trademark patent.
- Legal Assistance.

Monthly Fixed Expenses:

- Platform Maintenance.
- Operational costs
- Employee Salaries.

Monthly Variable Expenses:

- Advertising.
- Merchandising

Annual Fixed Expenses:

- Assets' insurance.
- Accountant.
- Legal Assistance.

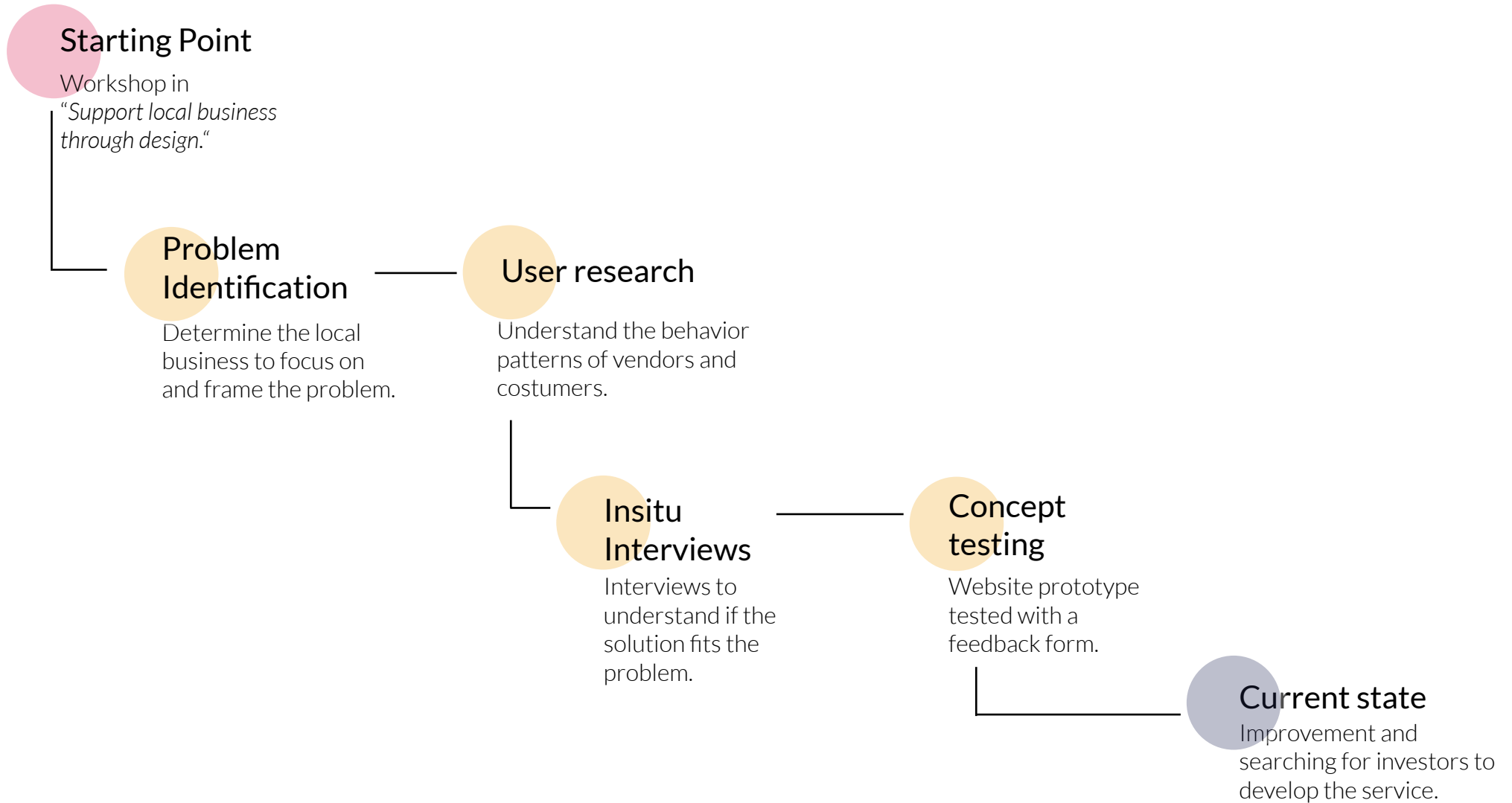
Revenue Streams

- Fruits & Vegetables bags sales.
- Subscription fees.

- *HiddenMarket is a social bussiness, it means that all profits are used to grow the organization and further support its mission.*

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Roadmap



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Team Members



Arianna Bellantuono

Italy

Bachelor in Interior Design

MS in Communication Design



Maria del Pilar Suarez Anzorena

Argentina

Bachelor in Industrial Design

MS in Communication Design



Ivan Ernesto Peñaranda Trillos

Colombia

Bachelor in Industrial Design

MS in Product Service System Design



Lucia Viganego Ballesteros

Colombia

Bachelor in Industrial Design

MS in Product Service System Design

Thank you!