School Club Model Canvas
*A derivative of the business model canvas*

**1. Root Purpose**
To provide a space for students with an interest in technology and agriculture to collide. Technical skills will be built through research & soft skills through exposure to leadership positions.

**2. Value Proposition**
UWO contains expertise in technology & London, ON is surrounded by agriculture. Opportunity to engage with the community & other faculties. Gain skills & contribute to OpenAg globally.

**3. Target Student Segments**
Largely, all disciplines. Particularly, students who are driven to be challenged to develop their skill sets and have an interest in agriculture, food, or emerging technologies.

**4. Goals & Metrics**
To see a Western Engineering article highlighting the successful competition. Membership 20+ engaged Partnership with at least one meal fundraiser (student, faculty, or alumni dinner)

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**Core Values/Beliefs**
- Walk the Walk. Don't just Talk the Talk - Execution sets any team apart!
- Invest in Yourself - Take the time to learn technical and soft skills!
- Question with Purpose - Asking tough questions is important to develop any idea!
AG Tech is interdisciplinary & aims to engage students in innovative/creative ways.

**Key Activities**
- **Research & Development:** Sustainable project in Controlled Environment Agriculture based on the OpenAg project at Massachusetts Institute of Technology but enables students to interact with likeminded “Nerdfarmers” internationally through an open source platform. The team will display their progress through microblogging in Instagram. Real-time data will be available in a website.
- **Competition:** Something that doesn’t exist yet! Western can be at the forefront in agriculture and a lot support form the agriculture communities that surround London. The competition would function as an annual event between at least 5 teams (hopefully 10) in best-case scenario, the company sponsors the problem, and event in return for solutions & giving students a first-round interview opportunity. Although the problem can be developed within the club.

**Key Partners**
- **Faculty Advisor:** Darren Meister, John M. Thompson Chair in Engineering Leadership and Innovation & Associate Professor
- **Sponsors:** TBD, but it is understood the success of the year to reach both goals hinges on sponsorship support. This is why we plan to use real mail in combination with emails to reach potential sponsors.
- **Other schools:** Some schools in Canada have agriculture clubs. OpenAg engaged schools. Competition could be extended eventually to other schools.

**Key Resources**
- **Students:** The drive for students to improve their own skills is inherent in our values. Without them, there would be no club.
- **Open Source Content:** Provides endless information and powerful support in case anyone is stuck on a technical problem. Soft skills will be driven by the president.
- **Other faculties:** Opportunity to collaborate, Ivey Business School will be asked if they want to join the competition to add a business portion to the challenge.

**Cost Structure**
- Equipment to make prototype hydroponic growth system
- Competition prize (goal of $5000+)
- Equipment for competition
- Shirts for team & separate ones for competitors
- Branding & booth display materials (reusable)
- Sponsorship cards – new way to ask for donations by old-fashioned mail

**Revenue Streams**
- Project fund application from club’s commission & faculty.
- Sponsorship from companies. (Look into indv faculty donations)
- WESEL if proven lab equipment for a faculty member
- Wristband sale to pub for small funds in research project
- Larger scale fundraiser with min one dinner (goal of three)

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**Sept.**
- Approval.
- Gain Members
- Begin club prep to be approved

**Oct.**
- Host meetings to determine milestones. Start research & sponsorship.
- Small fundraiser

**Nov.**
- MVP of food computer hacked.
- Sponsorship $ determine if competition is a go
- Host meetings to determine milestones. Start research & sponsorship.

**Dec.**
- MVP demo to gain members.
- Release competition sign-ups

**Jan.**
- Grow herbs in MVP. Decide # of dinners.
- Competition starts.

**Feb.**
- Host fundraiser dinner(s). Competition ends during NEM.

**Mar.**
- Conclude for year & transitions to next year.

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*Josh Reding, 2018*