PRACTICE ABSTRACT NO. 17

Business Model Canvas for technology sellers, suppliers

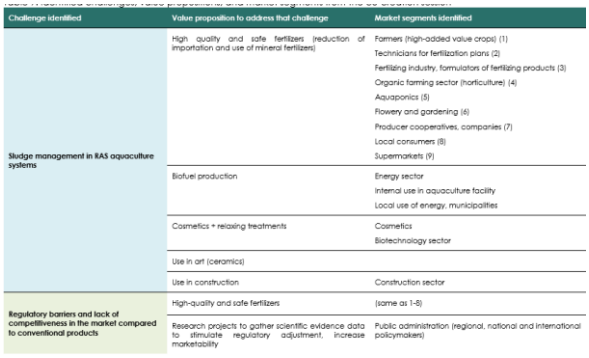
Main results / outcomes

The SEA2LAND project developed **a Business Model Canvas for technology sellers and suppliers**, focusing on the production and application of bio-based fertilizers (BBFs). The BMC integrates essential activities, partnerships, and resources required for optimizing BBF production through advanced processing technologies. Key value propositions include the transformation of fishery by-products into high-quality fertilizers, support for biowaste recycling, and the contribution to a circular economy. Technology sellers and suppliers play a critical role in providing innovative solutions to increase production efficiency and meet market demands. Customer segments identified include farmers, bio-waste recycling companies, gardeners, and government agencies. By providing sustainable and efficient agricultural solutions, technology suppliers enable the widespread adoption of BBF technologies, fostering a more sustainable agricultural sector.

Practical recommendations

To successfully implement BBF production, technology suppliers should focus on developing strong partnerships with key stakeholders, such as fishing processing plants, biowaste recycling companies, and organic farms. Offering a full package of expertise and technologies will help businesses integrate fishery waste into valuable fertilizers. Additionally, promoting the benefits of BBFs to farmers and agricultural cooperatives will encourage adoption and optimize fertilization strategies. Suppliers should invest in educating customers through workshops, demonstrations, and technical guidance to ensure BBF technologies are effectively utilized. Furthermore, leveraging government support and policies for circular economy initiatives can drive adoption. By adopting these strategies, technology sellers and suppliers can accelerate the transition towards sustainable, resource-efficient agricultural practices.

Figure 1: Business Model Canvas for technology seller/supplier



Challenge identified	Value proposition to address that challenge	Market segments identified
Sludge management in RAS aquaculture systems	High quality and safe fertilizers (reduction of importation and use of mineral fertilizers)	Farmers (high-added value crops) (1) Technicians for fertilization plans (2) Fertilizing industry, formulators of fertilizing products (3) Organic farming sector (horticulture) (4) Aquaponics (5) Flowery and gardening (6) Producer cooperatives, companies (7) Local consumers (8) Supermarkets (9)
	Biofuel production	Energy sector Internal use in aquaculture facility Local use of energy, municipalities
	Cosmetics + relaxing treatments	Cosmetics Biotechnology sector
	Use in art (ceramics)	
	Use in construction	Construction sector
Regulatory barriers and lack of competitiveness in the market compared to conventional products	High-quality and safe fertilizers	(same as 1-5)
	Research projects to gather scientific evidence data to stimulate regulatory adjustment, increase marketability	Public administration (regional, national and international policymakers)

Figure 2: Brainstorm session input from stakeholders for Business Model Canvas

Further information

SEA2LAND project website - https://sea2landproject.eu/

About this abstract

Authors: IPS Konzalting d.o.o. za poslovne usluge
Date: May 2025
SEA2LAND project is a collaborative Innovation Action(IA) funded by the EU in the frame of the Horizon 2020 programme. The project aims to provide solutions to help overcome challenges related to food production, climate change and waste reuse. Based on the circular economy model, SEA2LAND promotes the production of large-scale fertilisers in the EU from own raw materials. This solution is expected to reduce the soil nutrient imbalance in Europe. The project is running from January 2021 to June 2025.
Website: www.sea2landproject.eu

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PRACTICE ABSTRACT NO. 17

Poslovni model Canvas za prodavatelje i dobavljače tehnologija

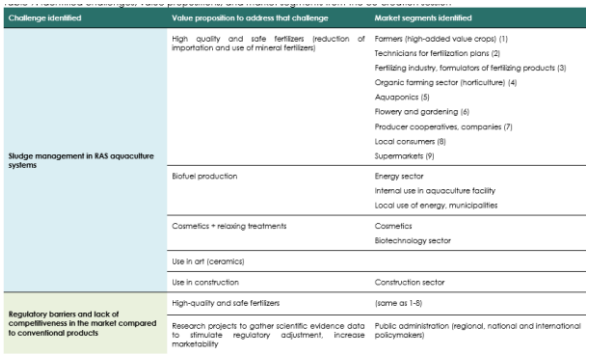
Glavni rezultati / ishodi

Projekt SEA2LAND razvio je **Business Model Canvas za prodavatelje i dobavljače tehnologije**, fokusirajući se na proizvodnju i primjenu bio-baziranih gnojiva (BBF). BMC integrira ključne aktivnosti, partnerstva i resurse potrebne za optimizaciju proizvodnje BBF-a kroz napredne tehnologije obrade. Ključne vrijednosne ponude uključuju transformaciju nusproizvoda iz ribarstva u visokokvalitetna gnojiva, podršku recikliranju bio-otpada i doprinos kružnoj ekonomiji. Prodavatelji i dobavljači tehnologije igraju ključnu ulogu u pružanju inovativnih rješenja za povećanje učinkovitosti proizvodnje i zadovoljenje tržišnih zahtjeva. Identificirani su sljedeći korisnički segmenti: poljoprivrednici, tvrtke za reciklažu bio-otpada, vrtlari i vladine agencije. Pružajući održiva i učinkovita poljoprivredna rješenja, dobavljači tehnologije omogućuju široku primjenu BBF tehnologija, potičući održiviji poljoprivredni sektor.

Preporuke

Za uspješnu implementaciju proizvodnje BBF-a, dobavljači tehnologije trebaju se fokusirati na razvoj snažnih partnerstava s ključnim dionicima, poput tvornica za preradu ribe, tvrtki za reciklažu bio-otpada i ekoloških farmi. Pružanje potpune stručnosti i tehnologija pomoći će tvrtkama da integriraju nusproizvode iz ribarstva u vrijedna gnojiva. Osim toga, promicanje prednosti BBF-a poljoprivrednicima i poljoprivrednim zadrugama poticat će prihvaćanje i optimizaciju strategija gnojidbe. Dobavljači trebaju ulagati u edukaciju kupaca putem radionica, demonstracija i tehničkog savjetovanja kako bi osigurali učinkovitu primjenu BBF tehnologija. Nadalje, korištenje vladine podrške i politika za inicijative kružne ekonomije može ubrzati prihvaćanje. Primjenom ovih strategija, prodavatelji i dobavljači tehnologije mogu ubrzati prijelaz prema održivim, resursno učinkovitijim poljoprivrednim praksama.

Slika 1: Poslovni model Canvas za prodavatelje/dobavljače tehnologija



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Regulatory barriers and lack of competitiveness in the market compared to conventional products	High-quality and safe fertilizers	(same as 1-8)
	Research projects to gather scientific evidence data to stimulate regulatory adjustment, increase marketability	Public administration (regional, national and international policymakers)

Slika 2: Input brainstorm radionica za Poslovni model Canvas

Više informacija

SEA2LAND projektna stranica - https://sea2landproject.eu/

Detaljnije o praktičnom sažetku

Autor: IPS Konzalting d.o.o. za poslovne usluge
Datum: Svibanj 2025

SEA2LAND projekt je suradnička inovacijska akcija (IA) koju financira EU u okviru programa Horizon 2020. Cilj projekta je pružiti rješenja koja će pomoći u prevladavanju izazova povezanih s proizvodnjom hrane, klimatskim promjenama i ponovnom uporabom otpada. Na temelju modela kružnog gospodarstva, SEA2LAND promiče proizvodnju velikih količina gnojiva u EU iz vlastitih sirovina. Očekuje se da će ovo rješenje smanjiti neravnotežu hranjivih tvari u tlu u Europi. Projekt traje od siječnja 2021. do lipnja 2025. godine. Web stranica: www.sea2landproject.eu

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