



Maestría en Gestión e Innovación Tecnológica

Title

**Business model CANVAS applied to the
automation of a greenhouse**

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1. Introduction

Research focused on identifying business opportunities according to develop a business model for the automation of a greenhouse.

For analysis of the CANVAS Osterwalder tool it was used.

the blocks that make up the business model to benefit the development of the greenhouse through automation analyzed

It has developed business model aimed at developing a greenhouse that produces tomatoes for the benefit of farmers in the region of Atlixco.

With the development of a plot in the greenhouse as a prototype and preparation of CANVAS applied in the production of tomatoes is expected to benefit farmers in the region.

2. Objectives

2.1. General objective

Structuring the necessary inputs for the development of an automated greenhouse, applying the business model CANVAS

2.2. General objective

- Knowing the key activities and resources required automated greenhouse.

- Develop the Business Model CANVAS implemented in the greenhouse.

3. Method

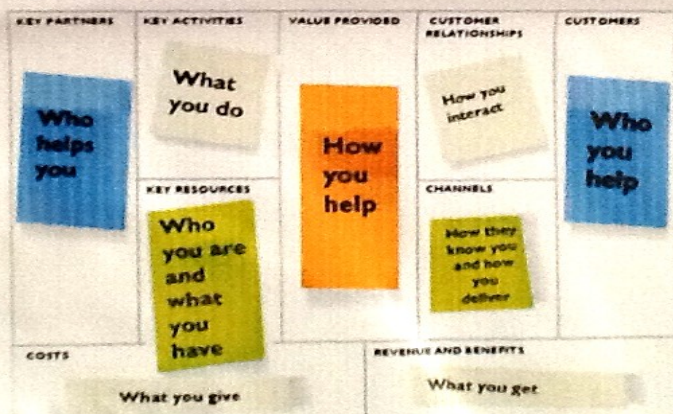


Figure 1. Methodology utilized in this research

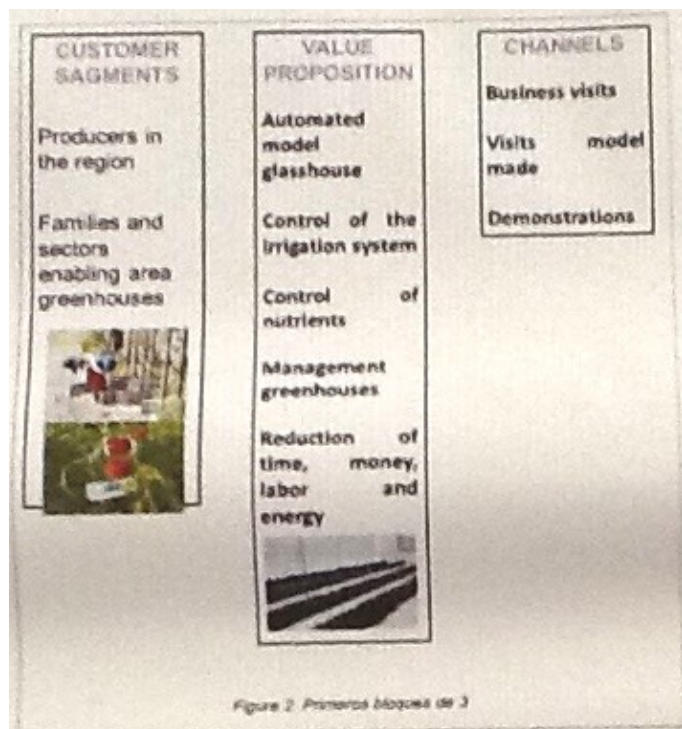


Figure 2. Primeros bloques de 3

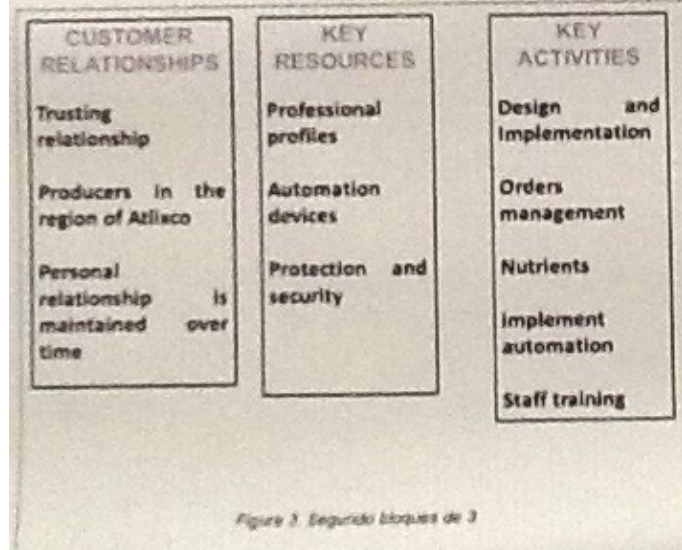


Figure 3. Segundo bloques de 3

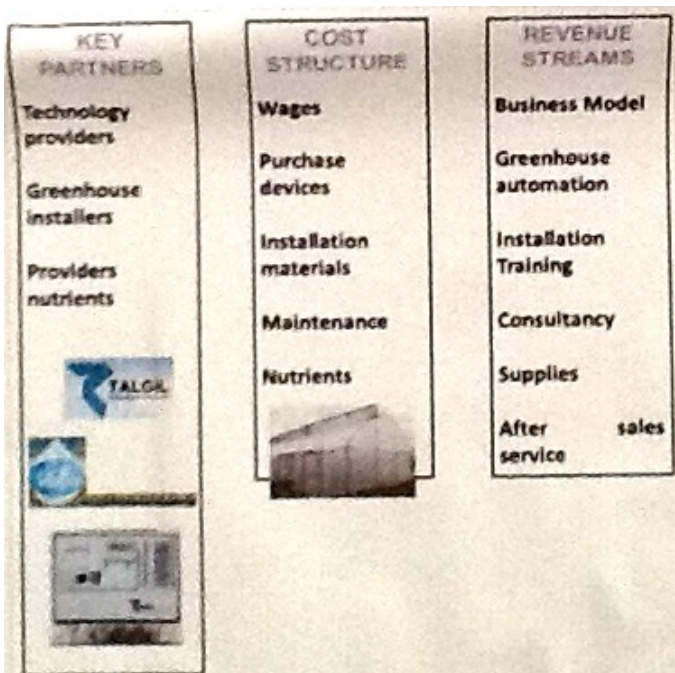


Figure 4. tercer bloque de 3

4. Results

FINANCIAL STATE.

INSTALLING THE GREENHOUSE

An area of approximately 300 m², to install a greenhouse of 150 m² for budgetary reasons, with the north-south orientation to harness the wind and thus have better ventilation was chosen. Features and specifications of a greenhouse of 150 m².

Technical specifications Greenhouse 150 m²

Total annual production cost \$ 69,090.00.

Turnover \$ 81,600.00

Production 6,628 kg

5. Conclusion

Business Model CANVAS support in structuring the necessary inputs for the development of an automated greenhouse, through the development of the nine blocks in the model displaying the key activities and resources required for achieving annual cost of total annual production \$ 69,090.00, volume \$ 81,600.00 sales and production 6.628 kg



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