

Develop your business model

Business Model Canvas

Key Partners

Describe which external partners you need to implement your plan. Are your partners/suppliers actively working with sustainability? Do you share the same values? Can your partners/suppliers ensure long-term stability within the value chain? How can they enable and enhance circularity within your business model?

Key Activities

What key activities are essential to deliver your value proposition? Describe the primary activities for your venture. This could include launching, hiring, technological development, and patents.

How can the key activities be executed in a more sustainable way?

Value Proposition

What value do you create for your customers? What needs do you address?

Describe:

- The customer's problem.
- Your solution to the problem (your product/service).
- The advantages of your solution.
- Your competitors.

Does the product/service solve any environmental or societal challenges? Does it create value for the environment and society? If yes, how is this a part of the value proposition? How can an increased focus on sustainability create additional competitive advantage?

How can your business model become more circular, for example, by providing your product as a service/function?

Can the waste flow associated with your product/service add an extra value to your business model, for example through industrial symbiosis?

Customer Relationships

What type of relationship will you establish with your customers?

Describe how you will interact with your customers, for example, through support, service, community or co-creation.

Is the communication inclusive and transparent?

Can you influence and encourage your customers to a more circular behavior?

Channels

How are you going to reach your customers and how would they prefer to be reached? Describe how you will sell your product/service to your customer groups. For example, through e-commerce, retailers, leasing, or direct sales.

Can you apply a system for product take-back to enable for example, remanufacturing, repurposing, repair or recycling? Can you introduce incentives such as, deposits or discounts?

Customer Segments

For who are you creating value? Who are your customers?

Define your customer segments.

Then you can adapt your product/service to your target groups and identify the groups' specific priorities.

Are the customer segments inclusive and free from discrimination?

Can you identify customers or partners interested in potential waste or by-products from your product /production?

Costs

Your business will generate costs. Describe the main cost areas - such as personnel, technology development and patents.

Are there costs for potential remanufacturing/recycling and waste streams?

What costs can be removed/reduced through a more circular business model?

Revenue Streams

What are your customers willing to pay for?

How and when will the payments occur?

Describe how your customers will pay for your products or services.

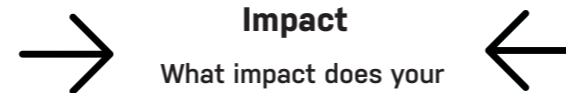
Are there any underutilized revenues from potential remanufacturing/recycling and waste streams?

What additional revenue streams can you create through a more circular business model?

Negative Impact

What negative impact does your business model have on the planet and society? What measures do you need to take to mitigate your negative impact?

Could this potentially harm your brand reputation and customer relationships?



Impact

What impact does your business model have on the planet and society?















Positive Impact

What positive impact does your business model have on the planet and society? How can you increase your positive impact further?

What value does this add to your brand and partners?

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 Key Partners	 Key Activities	 Value Proposition	 Customer Relationships	 Customer Segments
	 Key Resources		 Channels	
 Costs		 Revenue Streams		
 Negative Impact		→ Impact ← 	 Positive Impact	