

Annex 2: The Sustainable Business Model Canvas

The Sustainable Business Model Canvas

Designed for:

Designed by:

On: Day Month Year

Version:

<h3>Key Partners</h3>  <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>MOTIVATION FOR PARTNERSHIPS: Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p>	<h3>Key Activities</h3>  <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>CATEGORIES: Production Problem Solving Platform/Network</p>	<h3>Value Propositions</h3>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CHARACTERISTICS: Novelty Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p>	<h3>Customer Relationships</h3>  <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>EXAMPLES: Personal Assistance Dedicated Personal Assistance Self Service Automated Services Communities Co-Creation</p>	<h3>Customer Segments</h3>  <p>For whom are we creating value? Who are our most important customers?</p> <p>POSSIBILITIES: Mass Market Niche Market Segmented Diversified Multi-sided Platform</p>			
<h3>Key Resources</h3>  <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p>TYPES OF RESOURCES: Physical Intellectual (brand patents, copyrights, data) Human Financial</p>		<h3>Channels</h3>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p>CHANNEL PHASES: 1. Awareness 2. Evaluation 3. Purchase 4. Delivery 5. After Sales (post-purchase customer support) ... of products & services and Value Proposition</p>					
<h3>Cost Structure</h3>  <p>What are the most important costs inherent in our business model? Which Key Resources are the most expensive? Which Key Activities are most expensive?</p> <p>IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)</p> <p>SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities) Variable Costs Economies of Scale Economies of Scope</p>				<h3>Revenue Streams</h3>  <p>For what value are our customers really willing to pay? For what do they currently pay? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>FIXED PRICING: List Price Product feature dependent Customer segment dependent Volume dependent</p> <p>DYNAMIC PRICING: Negotiation (bargaining) Yield management Real-time Market</p> <p>TYPES: Asset Sale Subscription Fees Usage Fee Lending/Renting/Leasing Licensing Brokerage Fees</p>			
<h3>Eco-Social Costs</h3>  <p>What ecological or social costs is our business model causing? Which Key Resources are non-renewable? Which Key Activities use a lot of resources?</p> <p>EVALUATION INSTRUMENTS: Life-Cycle Assessment (of products and services) Common Good Balance Sheet</p>				<h3>Eco-Social Benefits</h3>  <p>What ecological or social benefits is our business model generating? Who are the beneficiaries? Are they potential customers? Can we transform the benefits into a Value Proposition? If yes, for whom?</p> <p>INSTRUMENTS: Social Reporting Standard Common Good Balance Sheet</p>			

Based on: www.businessmodelgeneration.com

