

SUSTAINABLE BUSINESS MODEL CANVAS

This tool helps with the execution steps requirement to take your idea to market.

 KEY PARTNERS <ul style="list-style-type: none"> • Who are our key partners? • Who are our key suppliers? • Which key resources are we acquiring from our partners? • Which key activities do partners perform? • Is your supply chain using sustainable means? 	 KEY ACTIVITIES <ul style="list-style-type: none"> • What key activities do our value propositions require? • Our distribution channels? • Customer relationships? • Revenue streams? • Do your activities include sustainable operations? 	 VALUE PROPOSITIONS <ul style="list-style-type: none"> • What value do we deliver to the customer? • Which one of our customers' problems are we helping to solve? • What bundles of products and services are we offering for each segment? • Which customer needs are we satisfying?
 CUSTOMER RELATIONSHIPS <ul style="list-style-type: none"> • How do we get, keep and grow customers? • Which customer relations have we established? • How are they integrated with the rest of our business model? • How costly are they? 	 CUSTOMER SEGMENTS <ul style="list-style-type: none"> • For whom are we creating value? • Who are our most important customers? • What are the customer archetypes? 	
 KEY RESOURCES <ul style="list-style-type: none"> • What key resources do our value propositions require? • Are these resources from renewable sources? • Our distribution channels? • Customer Relationships? • Revenue Streams? 	 CHANNELS <ul style="list-style-type: none"> • Through what channels do our customer segments want to reach? • How do other companies reach them now? • Which ones work best? • Which ones are most cost-efficient? • How are we integrating them with customer routines? 	
 COST STRUCTURE <ul style="list-style-type: none"> • What are the most important costs inherent to our business model? • Which key resources are most expensive? • Which key activities are more expensive? 	 REVENUE STREAMS <ul style="list-style-type: none"> • For what value are our customers really willing to pay? • For what do they currently pay? • What is the revenue model? • What are the pricing tactics? 	
 ESG BENEFITS (Environmental, Social, Governance) <ul style="list-style-type: none"> • How might your products or service contribute to the quality of the surrounding community? • How will your company benefit people's lives? • How might your products or service contribute to the environment? • How might your products or services contribute to greater biodiversity. 	 ESG IMPACTS (Environmental, Social, Governance) <ul style="list-style-type: none"> • Your Environmental impact in terms of your operation, ex: the energy your company takes in and the waste it discharges, the resources it needs, and the consequences for living beings as a result. • Your Social impact addresses the relationships your company has and the reputation it fosters with people and institutions in the communities where you do business. • Your Governance impact is the internal system of practices, controls, and procedures your company adopts in order to govern itself, make effective decisions, comply with the law, and meet the needs of external stakeholders. Every company, which is itself a legal creation, requires governance. 	