

# SUSTAINABLE BUSINESS MODEL CANVAS

## VISION & MISSION

- What is the long-term goal and purpose of the business model?
- What role should economic, environmental or social goals play?
- What specific contribution will your start-up have made to achieving sustainability goals in 5 or 10 years?



## KEY PARTNERSHIPS

- Who are your key partners and what key resources do you receive from them?
- Which partners do you need to make your offer sustainable (e.g. associations/research institutes)?



## KEY ACTIVITIES

- What key activities does your company need in each area?
- How can the key activities be made more environmentally friendly and fairer?



## KEY RESOURCES

- What resources are needed to implement the business model?
- Are there any environmentally critical or socially controversial processes?
- To what extent does a clear focus on sustainability ensure the acquisition of key resources?



## VALUE PROPOSITION

- How does the offer benefit the customer?
- What customer problem is being solved?
- What makes the product/service unique?
- What positive impact does the offer have on the environment and society?



## CUSTOMERS

- Who are your customers and what makes them tick?
- Which distribution channels are appropriate?
- How important is sustainability to your customers now and in the future?



## COMPETITORS

- Who are your main competitors?
- What is the structure of the market (trends)?
- To what extent do the environmental or social aspects of the market offer a competitive advantage?



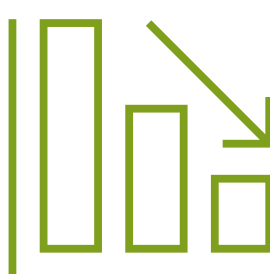
## OTHER RELEVANT STAKEHOLDERS

- What other organisations or people (apart from key partners and customers) will be affected by the proposed activity?
- Do they have a positive, negative or neutral attitude towards the business idea?
- What influence do they have on your success?



## COST STRUCTURE

- What are the key costs associated with your business model?
- Describe your cost structure. Describe the fixed and variable costs!
- How can savings be made through efficient and environmentally friendly processes or measures, e.g. in resource consumption or recycling?



## REVENUE STREAMS

- What is the maximum cost of the product and/or service? How much are your customers prepared to pay?
- How should the pricing model be structured?
- Will a sustainable approach make your business model more attractive to investors (e.g. greater willingness to invest or willingness of customers to pay)? If so, which ones?

