# The Sustainable Business Model Canvas

Designed by:

Version:

## Key Partners



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

MOTIVATION FOR PARTNERSHIPS:

Optimization and economy Reduction of risk and uncertainty Asquisition of particular resources and activities

## Key Activites

Customer Relationships?

Key Resources

Our Distributions Channels?

TYPES OF RESOURCES:

Physical Intellectual (brand patents, copyrights, data)

Customer Relationships?

Revenue Streams?

What Key Resources do our Value Propositions require?

CATEGORIES:



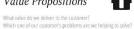
Value Propositions What value do we deliver to the customer?

Which customer needs are we satisfying?

CHARACTERISTICS:

Performance
Customization
Getting the Job Done"
Design
Brand'Status
Price
Cost Reduction
Risk Reduction Accessibility Convenience/Usability

What bundles of products and services are we offering to each



# Customer Relationships 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?

### EXAMPLES:

Personal Assistance Dedicated Personal Assistance Self Service Automated Services Communities

# Customer Segments

For whom are we creating value? Who are our most important customers?

POSSIBILITIES: Mass Market Niche Market Segmented Diversified Multi-sided Platform



How are we reaching them now? How are our Channels integrated? Which ones work best?

How are we integrating them with customer routines?

CHANNEL PHASES:

1. Awareness
2. Evaluation
3. Purchase
4. Delivery
5. After Sales (post-purchase customer support)
... of products & servides and Value Proposition

Channels

Through which Channels do our Customer Segemnts want to be reached?

Which ones are most cost-efficient?

Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are the most expensive? Which Key Activities are most expensive?

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focussed on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:

Revenue Streams

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? FIXED PRICING:

Asset Sale Subscription Fees Licensing Usage Fee Lending/Renting/Leasing Brokerage Fees

DYNAMIC PRICING

**Eco-Social Costs** 

What ecological or social costs is our business model causing? Which Key Resources are non-renewable? Which Key Activities use a lot of resources?

EVALUATION INSTRUMENTS:

Life-Cycle Assessment (of products and services)
Common Good Balance Sheet

dil

**Eco-Social Benefits** 

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?

INSTRUMENTS:

0

Based on: www.businessmodelgeneration.com

This work is bernadurable that Constitut Commons Altribution Moore Abile 3.0 (Imparted License, Tri view a regreaf this lowns, used high grown page Trise in common and the property of the common and the property of the common and the common and the constitution of the common and the constitution of the common and the co



