Digital Ethics and Data Privacy

Project – Sustainable Business Model Canvas

Product Vision

Target Customer

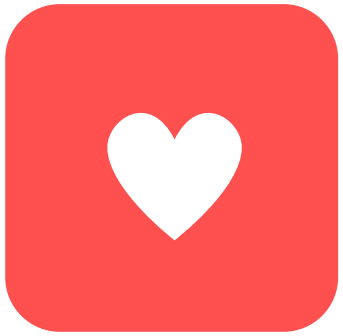
Identify market segment and prioritize users

Needs

Identify problem statement and pain points

Value

Identify product value and gains



Differentiation

Identify unique value proposition

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Value Proposition of a Product

A value proposition is a clear statement of the tangible results a customer gets from using your products or services.

"iPod.

1,000 songs in your pocket."

Steve Jobs

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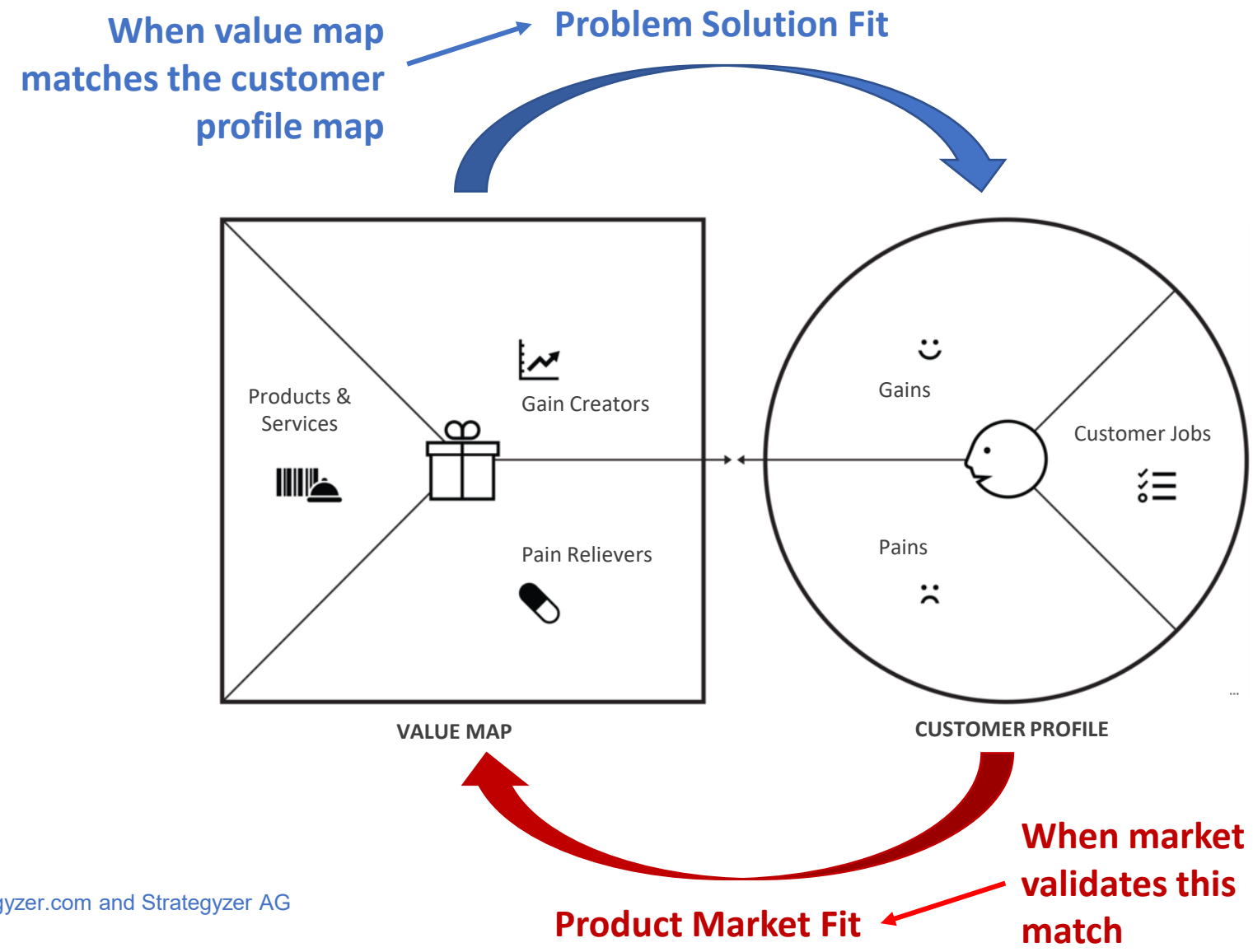
Value Proposition Canvas



Source: Strategyzer.com and Strategyzer AG

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Value Proposition Example

We reimagine the way the world moves for the better

Movement is what we power. … **For all the places you want to go. For all the things you want to get. For all the ways you want to earn.** … In real time. At the incredible speed of now.

Customer Pains	Pain Relievers
Hassle to hail or call for a taxi	Easy app-based booking system
Uncertainty and long waiting times	Real-time tracking and estimated arrival time
Inaccessibility in less serviced areas	Wide availability across varied locations

Customer Gains	Gain Creators
Getting around without driving	Convenient and reliable rides at any time
24/7 availability, any day	Constant service availability
Multiple service options	Variety of car choices to suit different needs

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Elevator Pitch

An elevator speech is a short, 1-3 sentence statement that explains what makes your product unique.

FOR [TARGET CUSTOMER]

WHO HAS [CUSTOMER NEED],

[PRODUCT NAME] **IS** A [MARKET CATEGORY]

THAT [KEY BENEFIT],

UNLIKE I[COMPETITION],

THE **PRODUCT** [KEY DIFFERENTIATOR].

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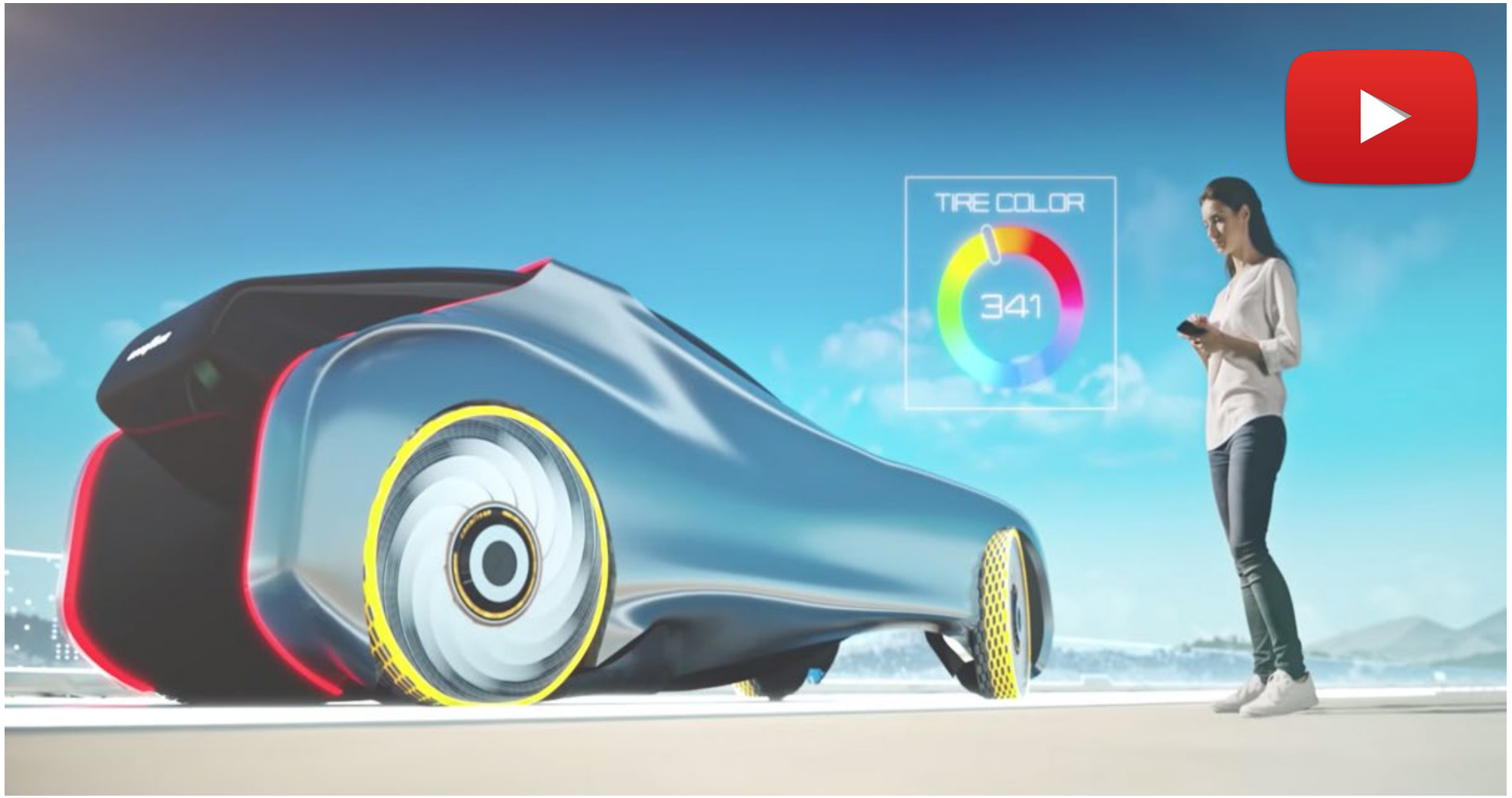
Elevator Pitch: Self-regenerating Tyre

Target Customer

Needs

Value

Differentiation



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Discussion: Elevator Pitch

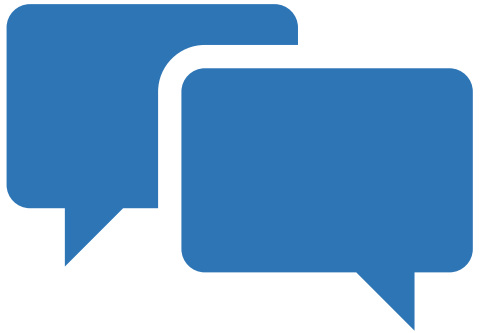
Target Customer

Needs

Value

Differentiation

1. Who is the target customer?
2. What is the Problem Statement? Needs?
3. What is the value of using the product? Gains?
4. What is the differentiator?



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Elevator Pitch

- **FOR** the radical car owners
- **WHO** want a customizable way to replace worn tyres,
- Our solution **IS** A cheaper and effortless way to replace tyres
- **THAT** works with AI to regrows the tyre threads by using a special liquid capsule,
- **UNLIKE** the manual and labour-intensive process of swapping old tyres for new ones,
- Our **PRODUCT** can create a compound unique to each driver and adjusts itself based on road conditions and the weather.

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Business Model Canvas

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The Sustainable Business Model Canvas

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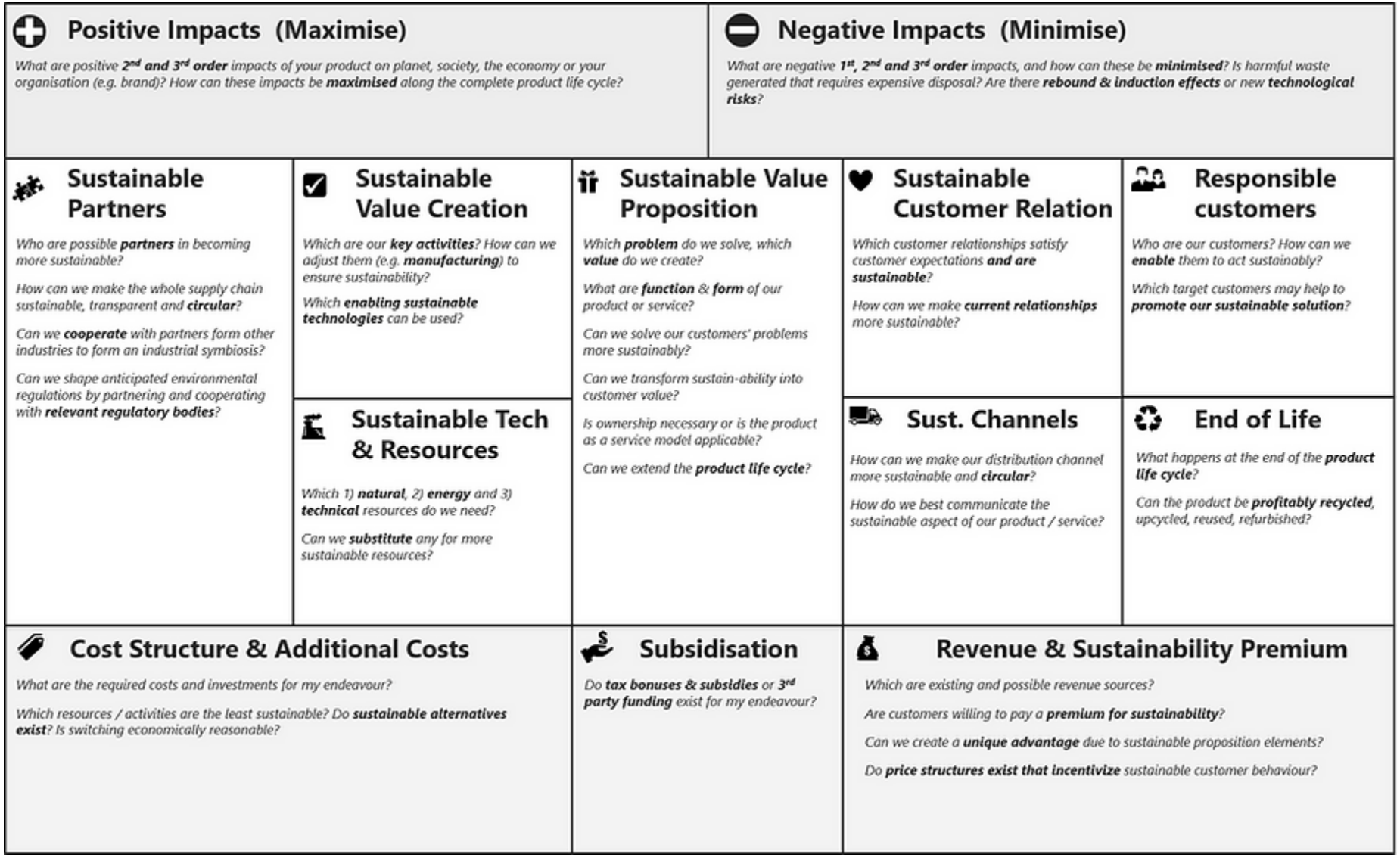

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Triple Layer Business Model Canvas

First Layer	Economic Value
Second Layer	Environmental Value
Third Layer	Societal Value

Source: Startarium.com

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#1: Economic Value

- Customer Segments: Who are the customers? What do they think, see, feel, and do?
- Value Propositions: What's compelling about the proposition? Why do customers buy, use?
- Channels: How are these propositions promoted, sold, and delivered? Why? Is it working?
- Customer Relationships: How do you interact with the customer through their 'journey'?
- Revenue Streams: How does the business earn revenue from the value propositions?
- Key Activities: What uniquely strategic things does the business do to deliver its proposition?
- Key Resources: What unique strategic assets must the business have to compete?
- Key Partnerships: What can the company not do so it can focus on its Key Activities?
- Cost Structure: What are the business' major cost drivers? How are they linked to revenue?

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#2: Environmental Value

- Customer Segments: Does your product meet the environmental needs or preferences of certain customer segments?
- Value Propositions: Does your product provide environmental value to customers (e.g., energy efficiency, recyclability)?
- Channels: Are your distribution channels environmentally friendly (e.g., reduced carbon footprint, minimized packaging)?
- Customer Relationships: Do your customer engagement strategies promote environmental consciousness (e.g., education on product's environmental benefits)?
- Revenue Streams: Does your revenue model contribute to environmental sustainability (e.g., leasing instead of selling to promote reuse)?
- Key Activities: How do your key activities minimize environmental impact (e.g., sustainable sourcing, minimizing waste in production)?
- Key Resources: Are your key resources sustainable or renewable?
- Key Partnerships: Do you partner with organizations that prioritize environmental sustainability?
- Cost Structure: Does your cost structure factor in environmental costs (e.g., cost of reducing emissions, waste disposal)?

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#3: Societal Value

- Customer Segments: Does your product address the societal needs of specific customer segments (e.g., vulnerable groups, underserved communities)?
- Value Propositions: Does your product provide societal value (e.g., improving health, increasing accessibility)?
- Channels: Do your communication and distribution channels reach and benefit diverse societal groups?
- Customer Relationships: Do your customer engagement strategies promote societal benefits (e.g., encouraging community, fostering education)?
- Revenue Streams: Does your revenue model contribute to societal welfare (e.g., providing affordable options, employing a 'give back' program)?
- Key Activities: How do your key activities promote societal welfare (e.g., creating jobs, promoting digital literacy)?
- Key Resources: Are your key resources sourced or developed in a manner that respects societal welfare (e.g., fair trade, equal opportunity employment)?
- Key Partnerships: Do you partner with organizations that prioritize societal welfare?
- Cost Structure: Does your cost structure take into account societal costs (e.g., cost of fair wages, investment in community development)?

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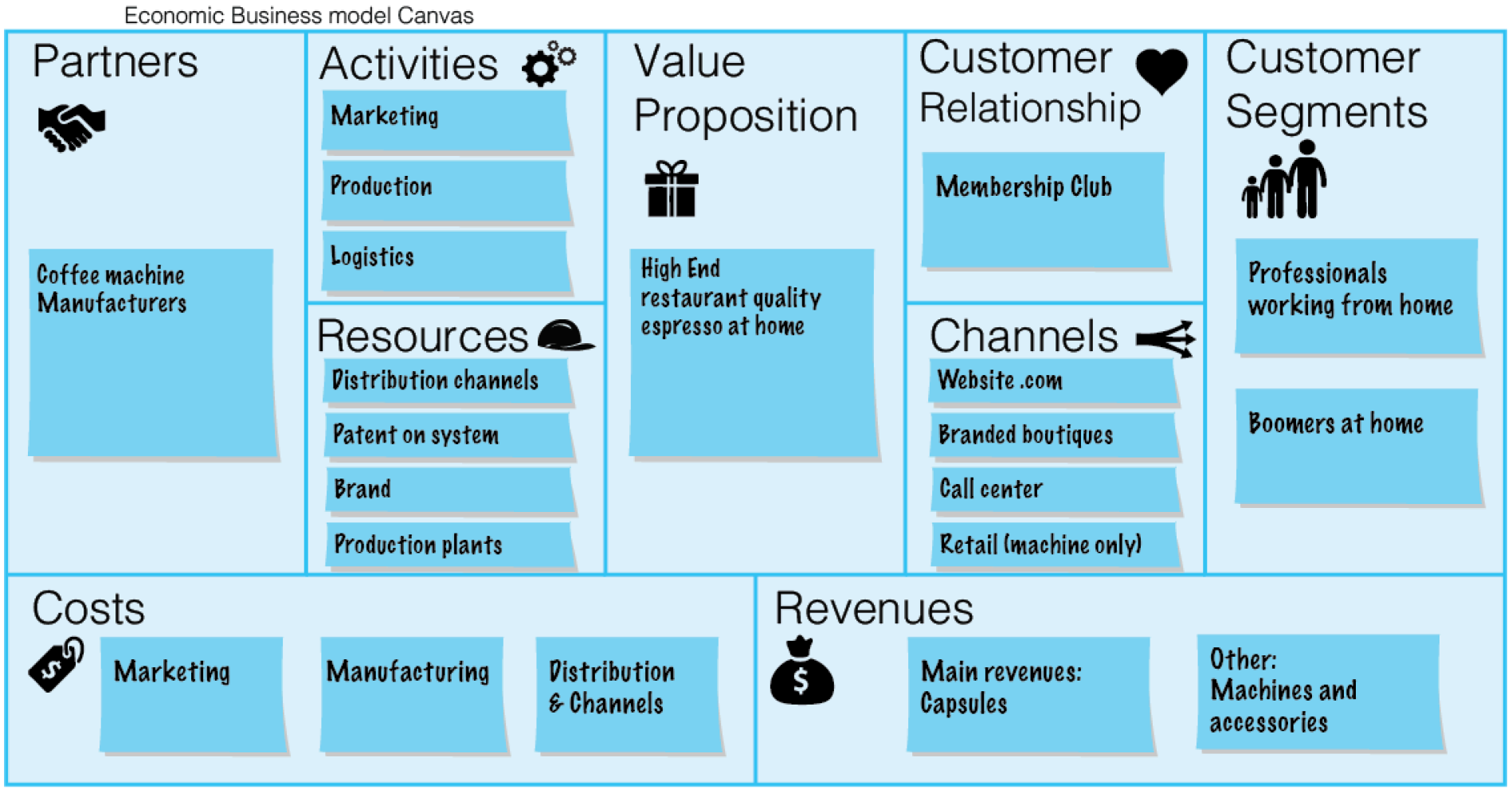
Example 1: Nespresso



Source: Sustainablebusinessmodel.org

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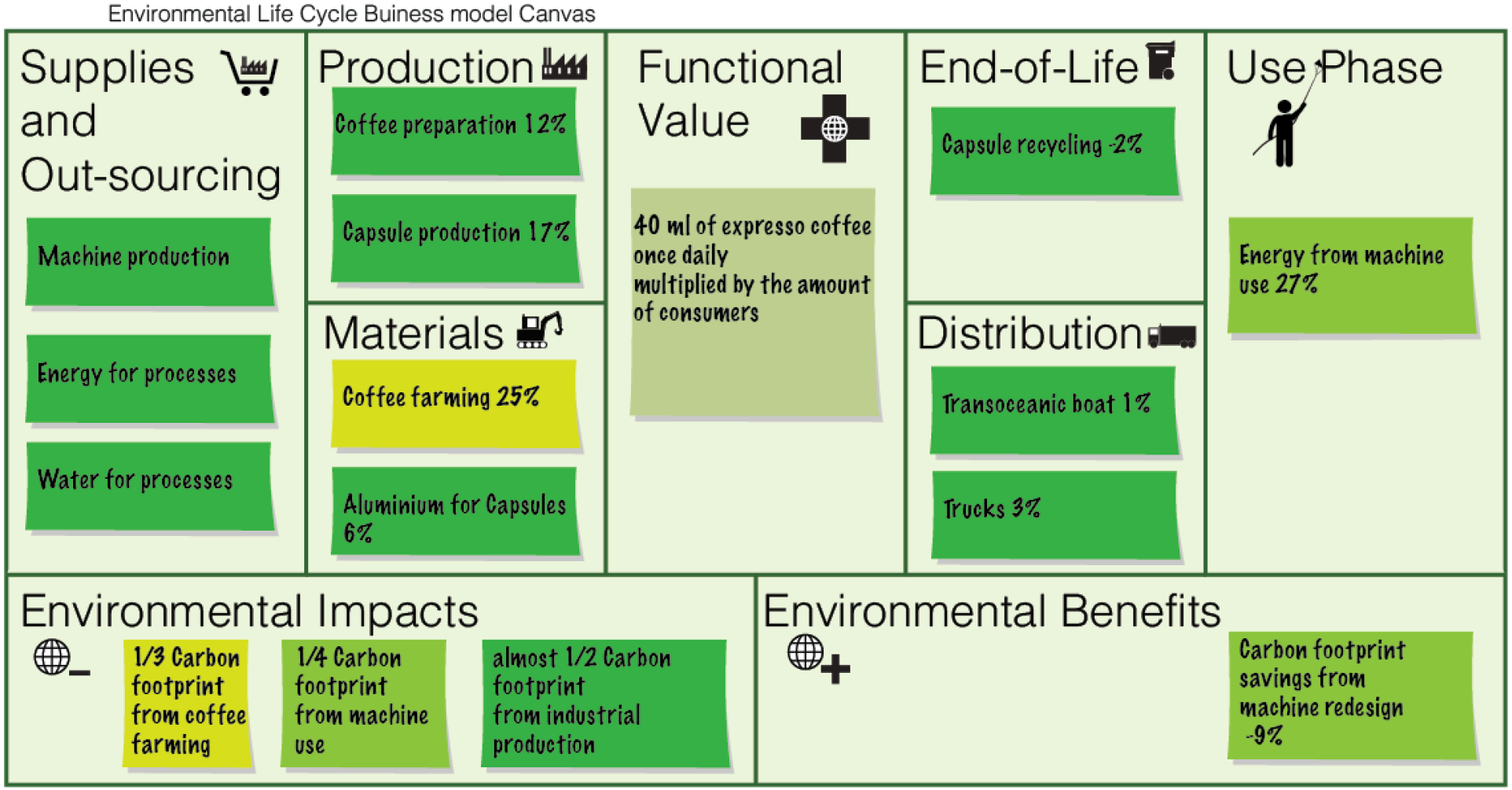

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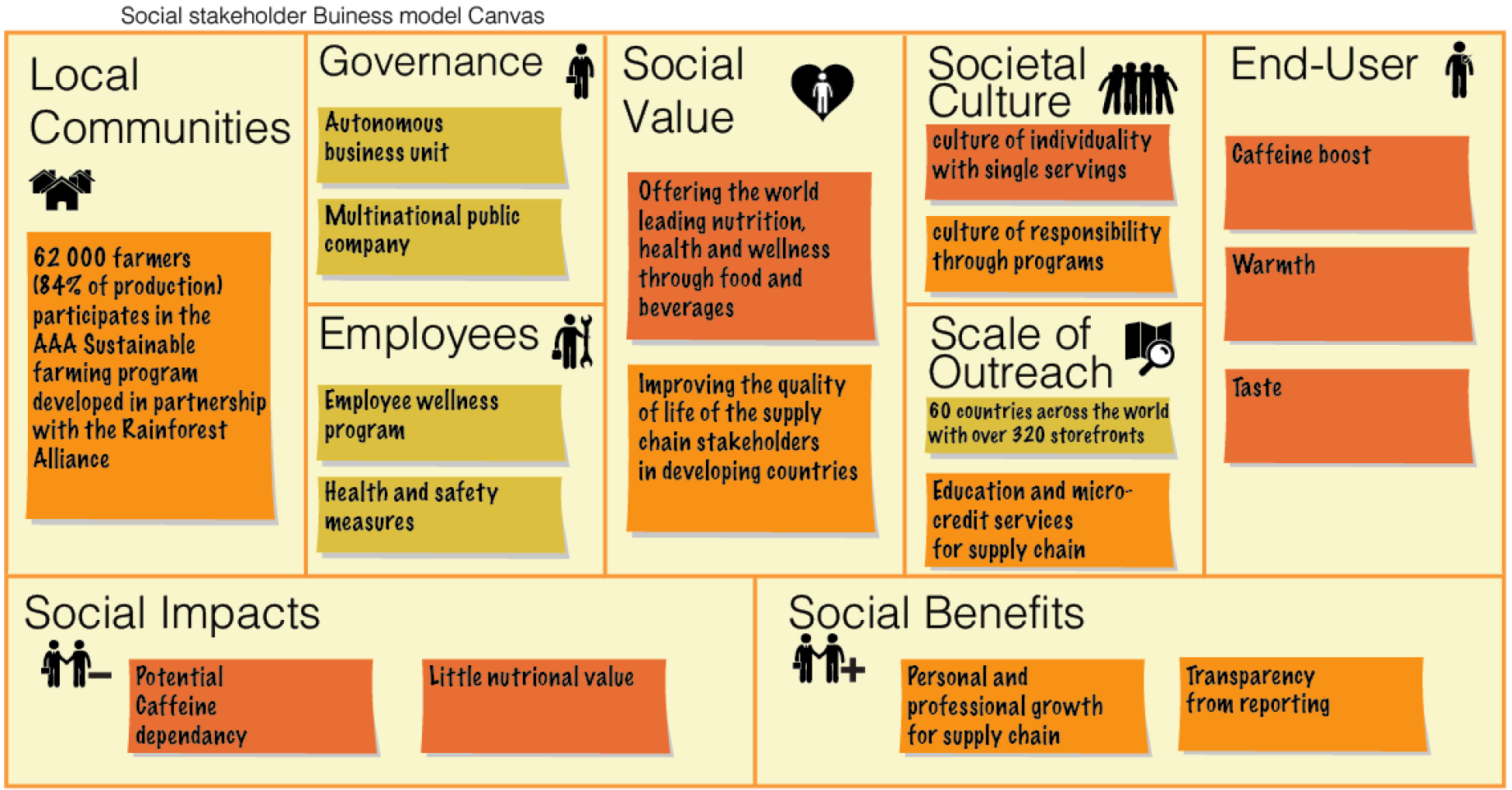

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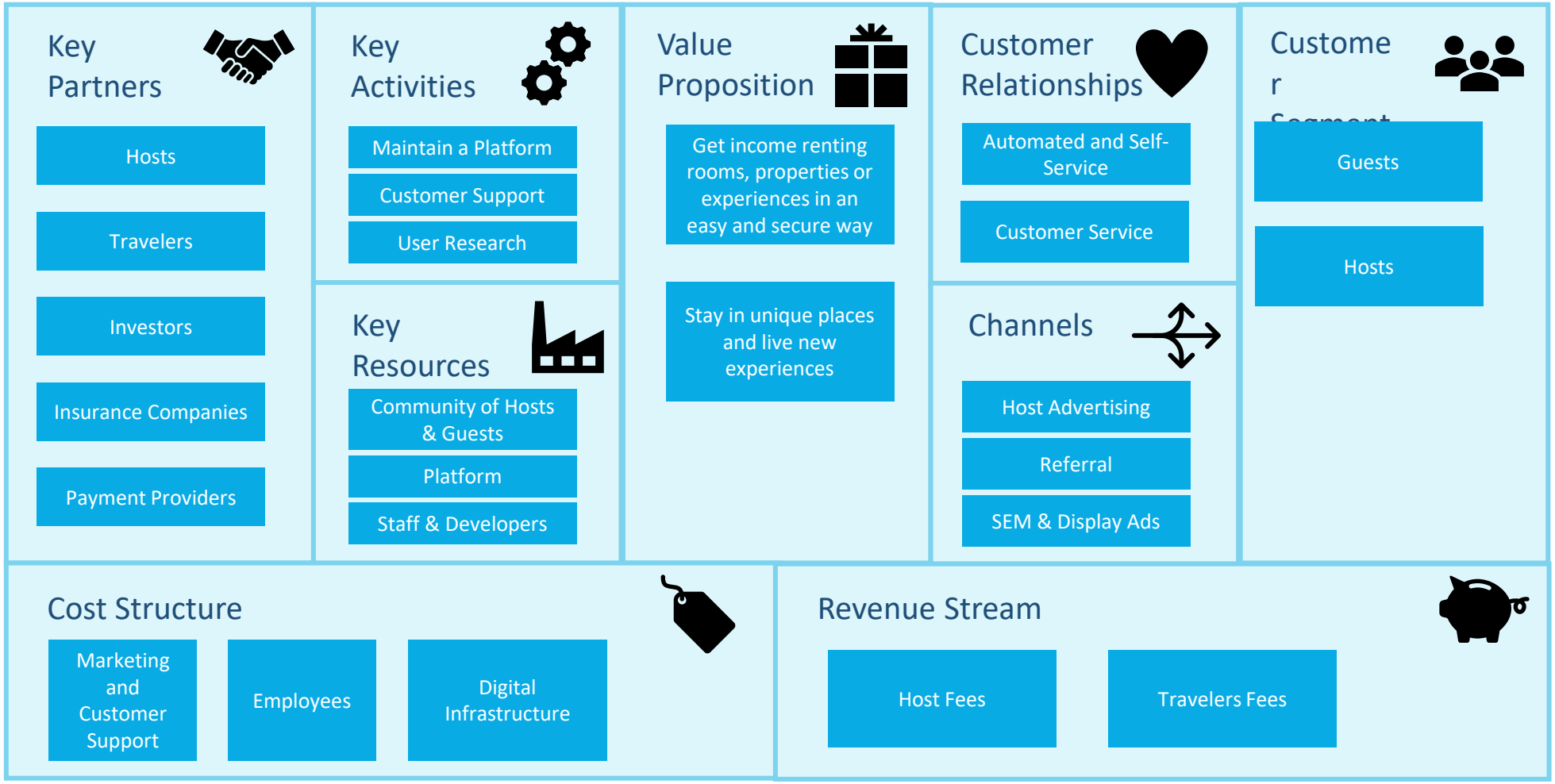
Example 2: Airbnb



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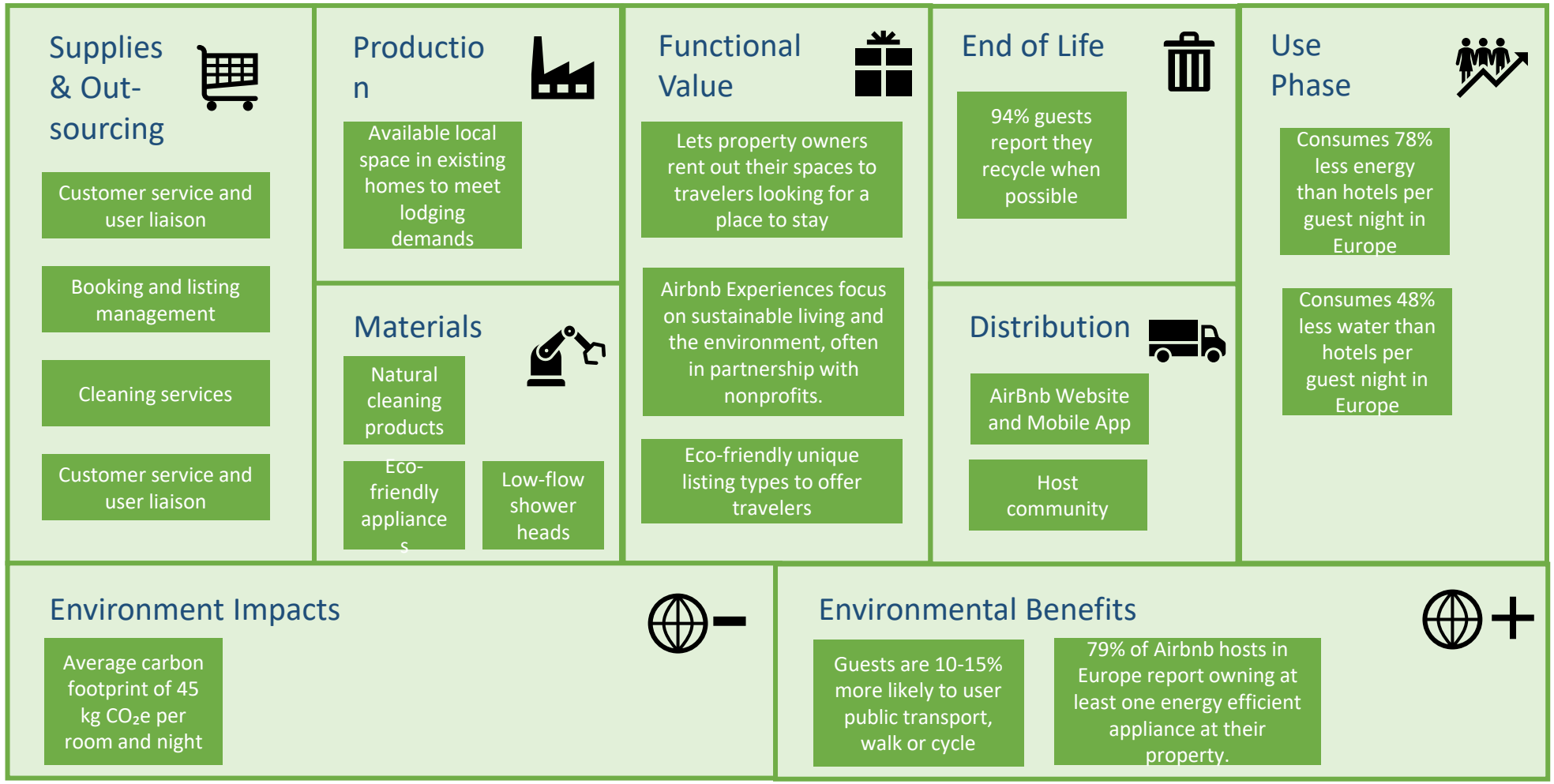

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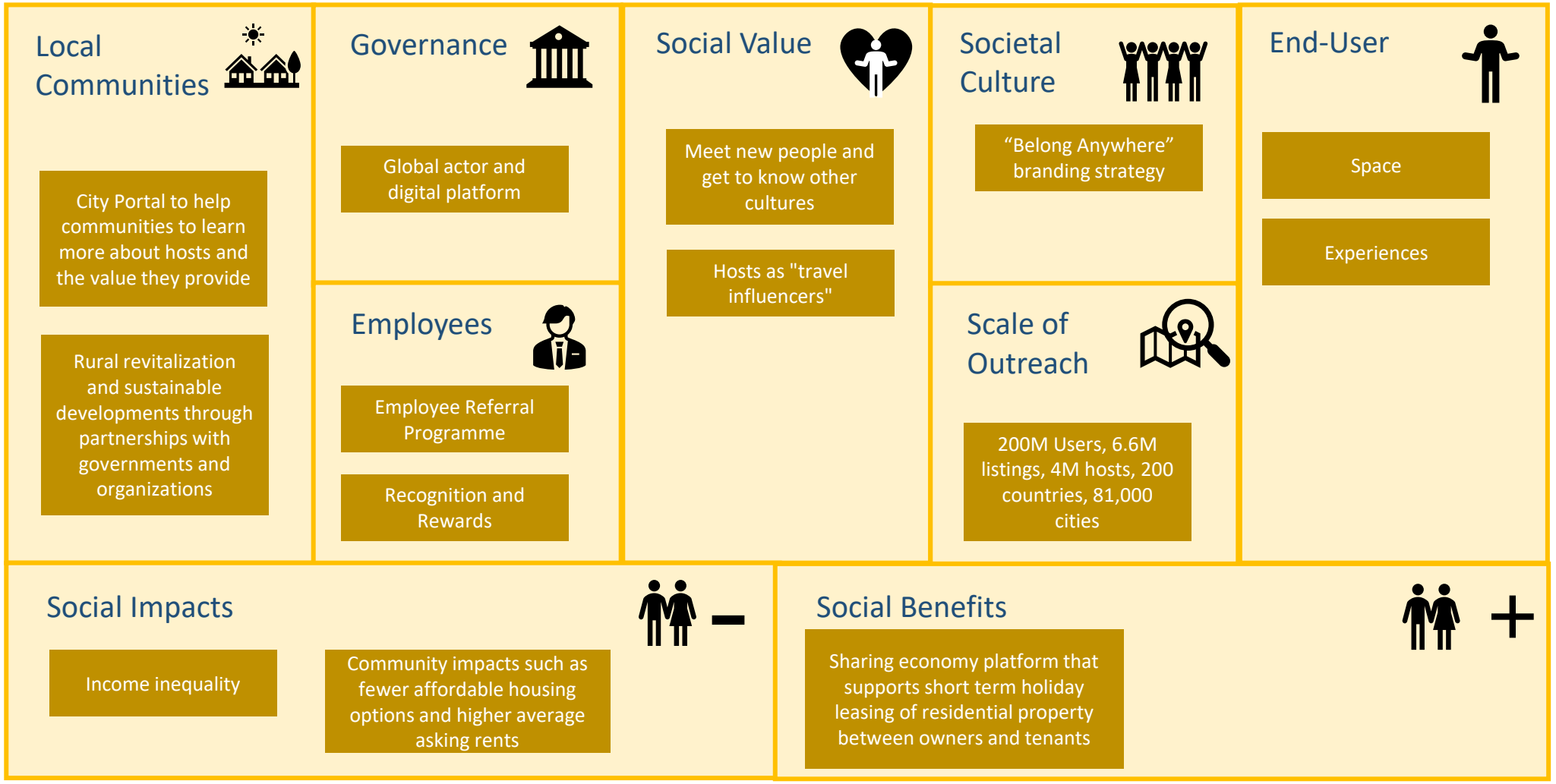

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Further Reading

1. Value Proposition Canvas

https://www.abtasty.com/blog/write-value-proposition/

2. How to Create an Elevator Pitch

https://www.storyboardthat.com/articles/b/elevator-pitch-examples

3. Sustainable Business Model Canvas

https://www.threebility.com/post/the-sustainable-business-model-canvas-a-common-language-for-sustainable-innovation

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Q & A

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