



Digital Ethics and Data Privacy

Project – Sustainable Business Model Canvas



Product Vision



Target Customer

Identify market
segment and
prioritize users



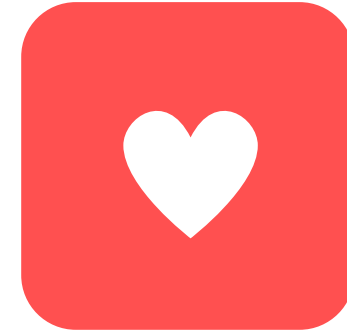
Needs

Identify problem
statement and
pain points



Value

Identify product
value and gains



Differentiation

Identify unique
value proposition

Value Proposition of a Product

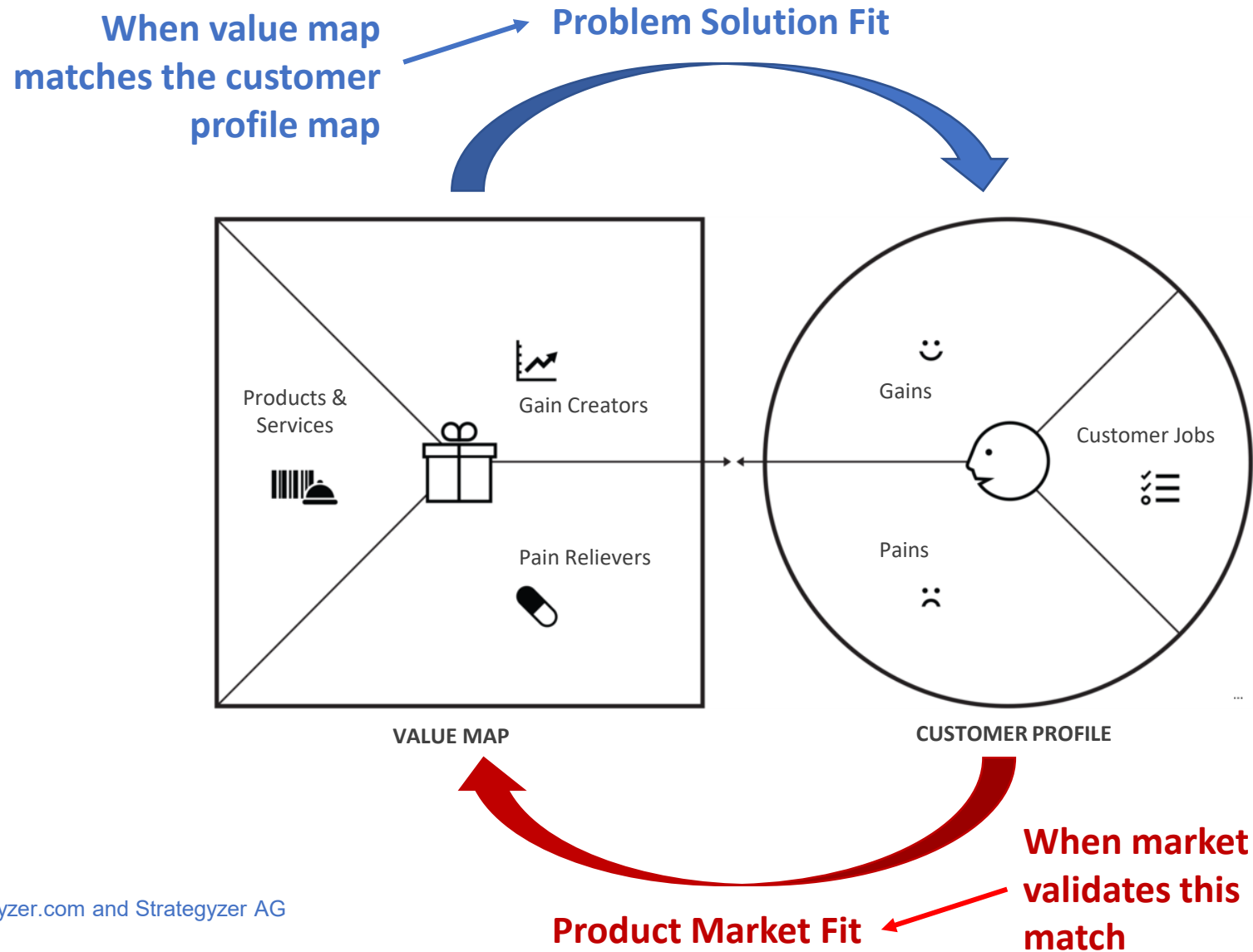
A value proposition is a clear statement of the tangible results a customer gets from using your products or services.



“iPod.
1,000 songs in your pocket.”

Steve Jobs

Value Proposition Canvas



Source: Strategyzer.com and Strategyzer AG

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

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 [COMPETITION],
THE PRODUCT [KEY DIFFERENTIATOR].

Elevator Pitch: Self-regenerating Tyre



Target Customer



Needs

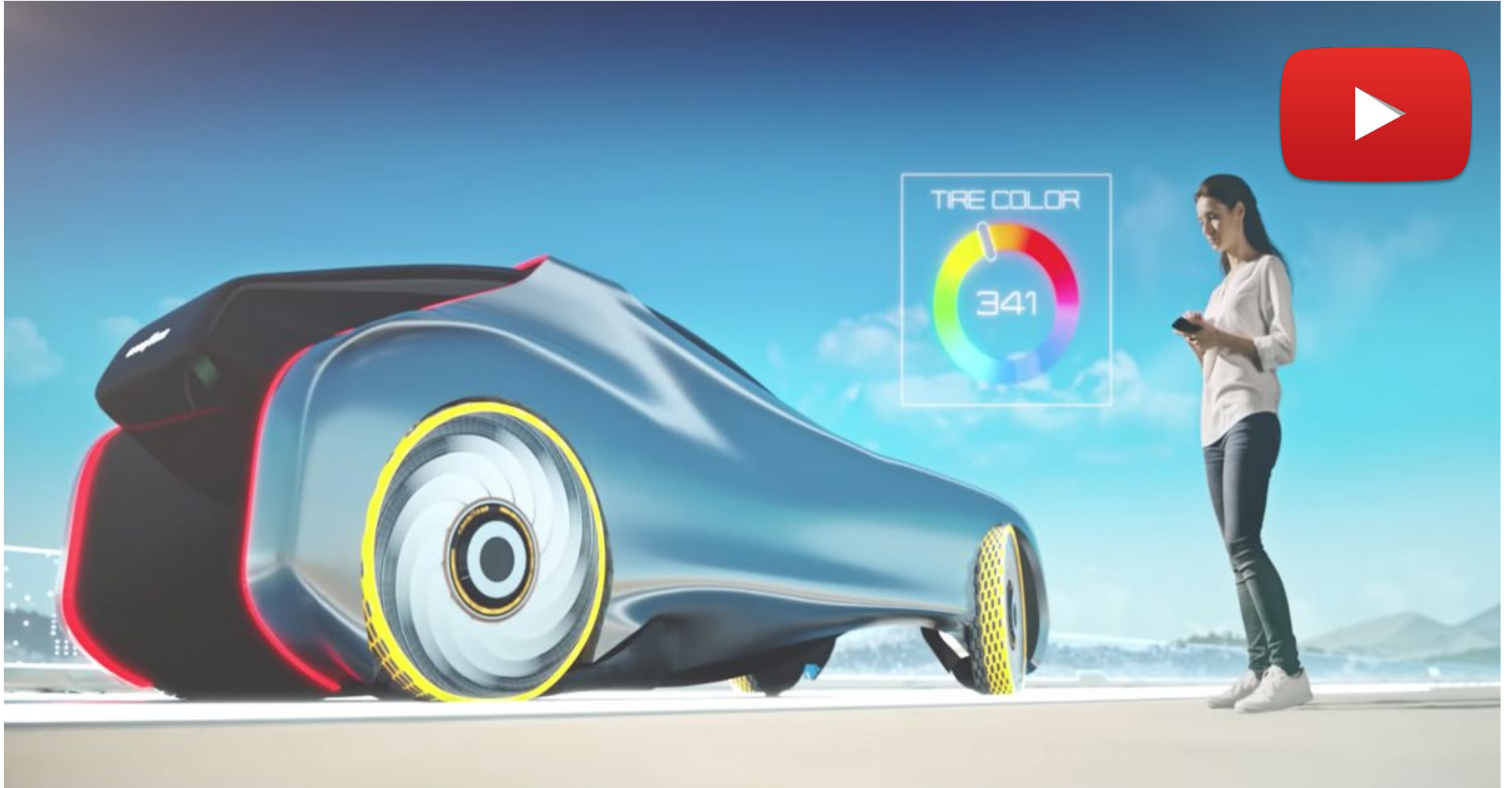


Value



Differentiation

Market Entry Strategy



Discussion: Elevator Pitch



Target Customer

1. Who is the target customer?



Needs

2. What is the Problem Statement? Needs?



Value

3. What is the value of using the product? Gains?



Differentiation

4. What is the differentiator?

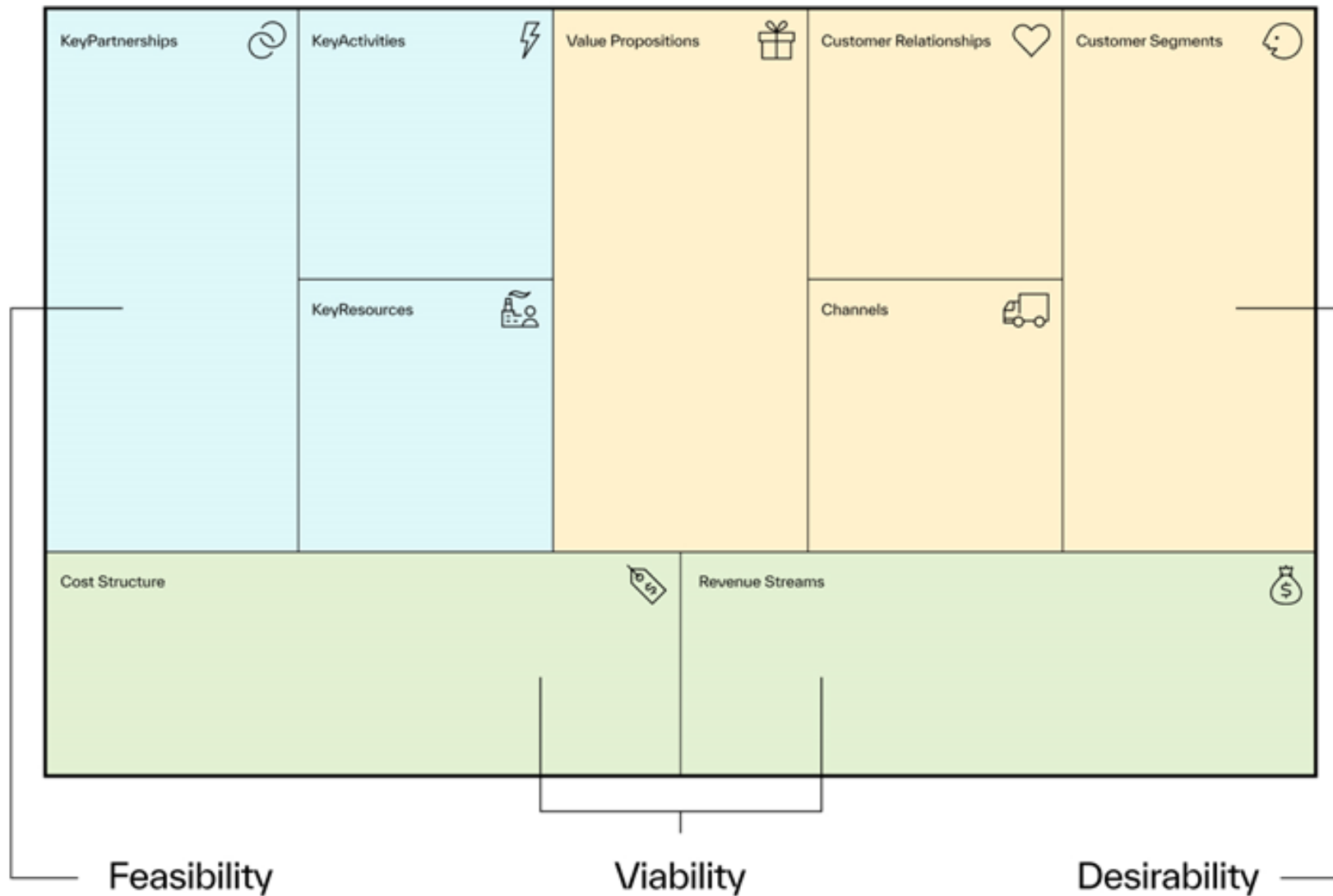


Elevator Pitch

- **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.



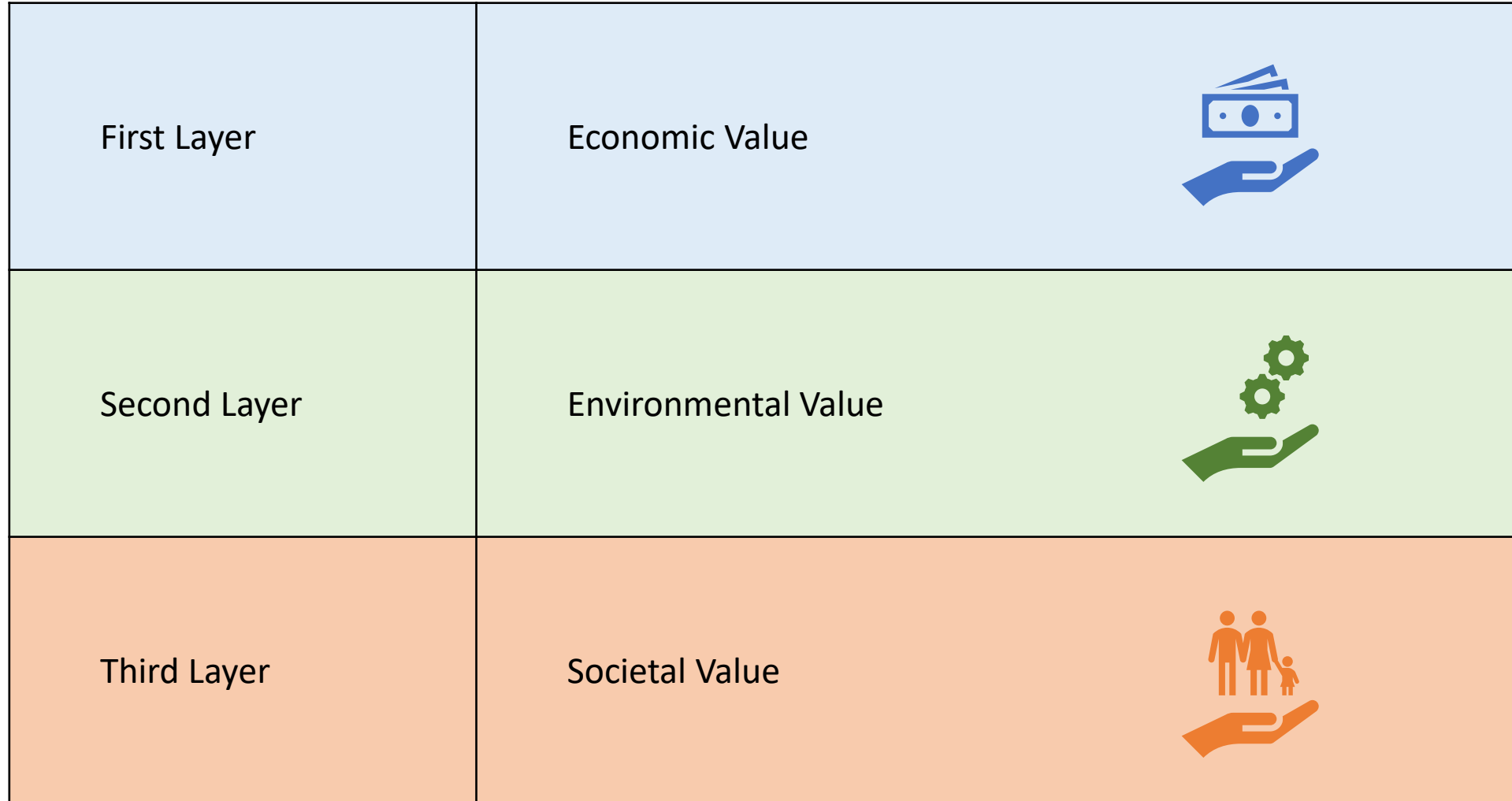
Business Model Canvas



The Sustainable Business Model Canvas

⊕ Positive Impacts (Maximise) What are positive 2nd and 3rd order impacts of your product on planet, society, the economy or your organisation (e.g. brand)? How can these impacts be maximised along the complete product life cycle?			⊖ Negative Impacts (Minimise) What are negative 1st , 2nd and 3rd order impacts, and how can these be minimised ? Is harmful waste generated that requires expensive disposal? Are there rebound & induction effects or new technological risks ?	
🧩 Sustainable Partners Who are possible partners in becoming more sustainable? How can we make the whole supply chain sustainable, transparent and circular ? Can we cooperate with partners from other industries to form an industrial symbiosis? Can we shape anticipated environmental regulations by partnering and cooperating with relevant regulatory bodies ?	✅ Sustainable Value Creation Which are our key activities ? How can we adjust them (e.g. manufacturing) to ensure sustainability? Which enabling sustainable technologies can be used?	💡 Sustainable Value Proposition Which problem do we solve, which value do we create? What are function & form of our product or service? Can we solve our customers' problems more sustainably? Can we transform sustain-ability into customer value? Is ownership necessary or is the product as a service model applicable? Can we extend the product life cycle ?	♥ Sustainable Customer Relation Which customer relationships satisfy customer expectations and are sustainable ? How can we make current relationships more sustainable?	👤 Responsible customers Who are our customers? How can we enable them to act sustainably? Which target customers may help to promote our sustainable solution ?
	🏢 Sustainable Tech & Resources Which 1) natural , 2) energy and 3) technical resources do we need? Can we substitute any for more sustainable resources?		🚚 Sust. Channels How can we make our distribution channel more sustainable and circular ? How do we best communicate the sustainable aspect of our product / service?	♻ End of Life What happens at the end of the product life cycle ? Can the product be profitably recycled , upcycled, reused, refurbished?
💰 Cost Structure & Additional Costs What are the required costs and investments for my endeavour? Which resources / activities are the least sustainable? Do sustainable alternatives exist ? Is switching economically reasonable?		👉 Subsidisation Do tax bonuses & subsidies or 3rd party funding exist for my endeavour?	💰 Revenue & Sustainability Premium Which are existing and possible revenue sources? Are customers willing to pay a premium for sustainability ? Can we create a unique advantage due to sustainable proposition elements? Do price structures exist that incentivize sustainable customer behaviour?	

Triple Layer Business Model Canvas



Source: [Startarium.com](https://startarium.com)

#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?

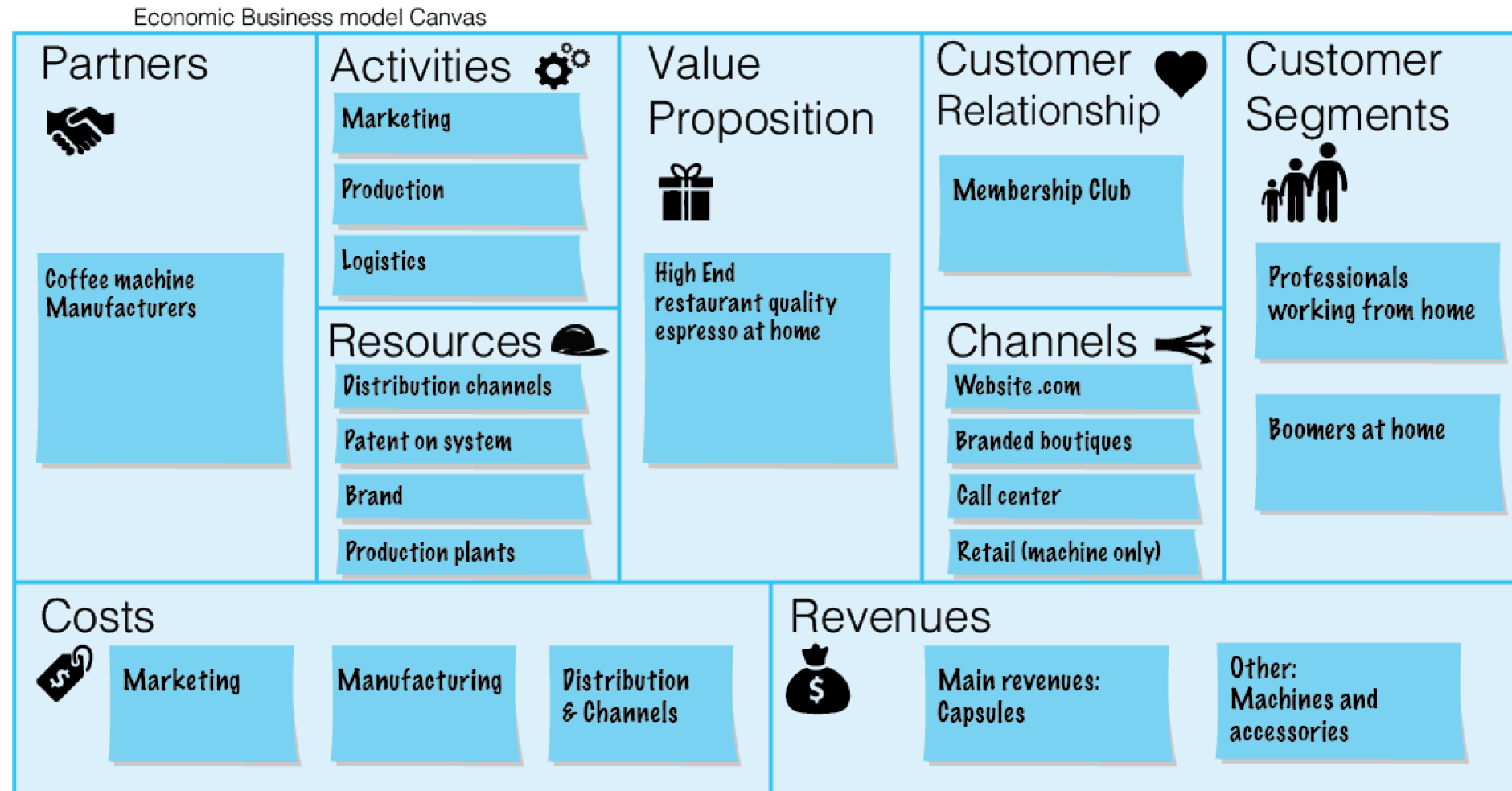
#2: Environmental Value

- 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)?

#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)?

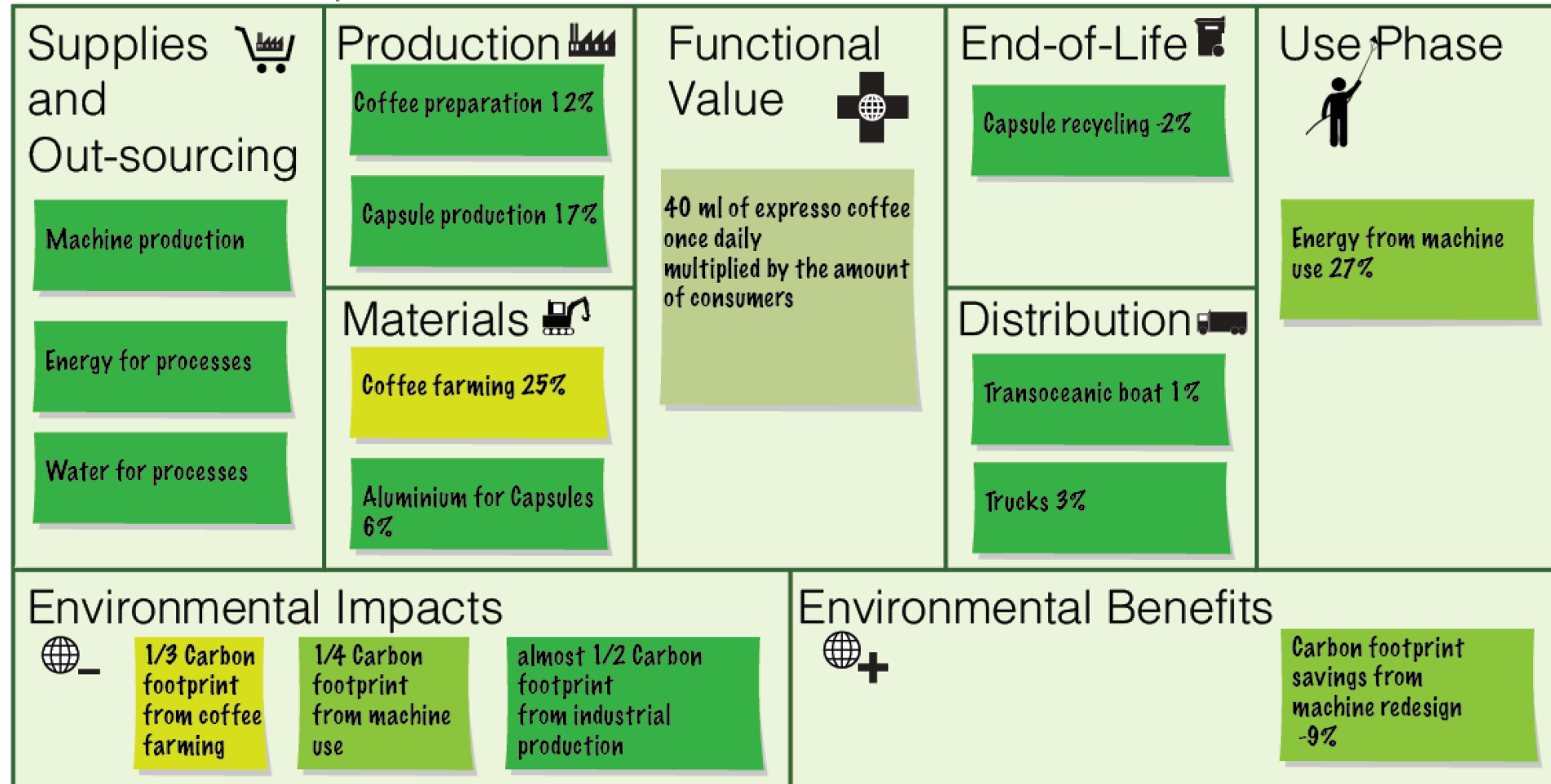
Example 1: Nespresso



Source: Sustainablebusinessmodel.org

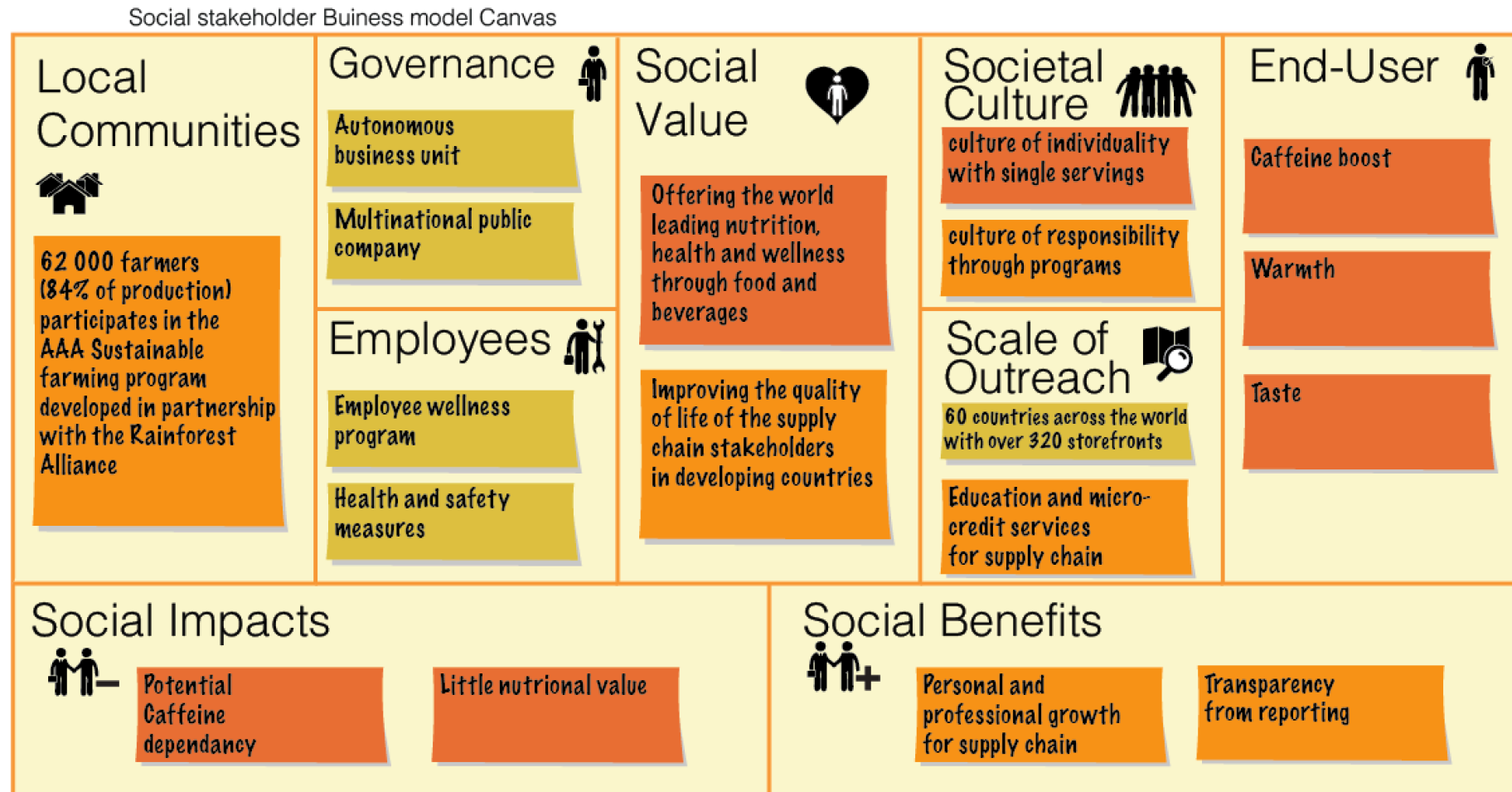
Example 1: Nespresso

Environmental Life Cycle Business model Canvas



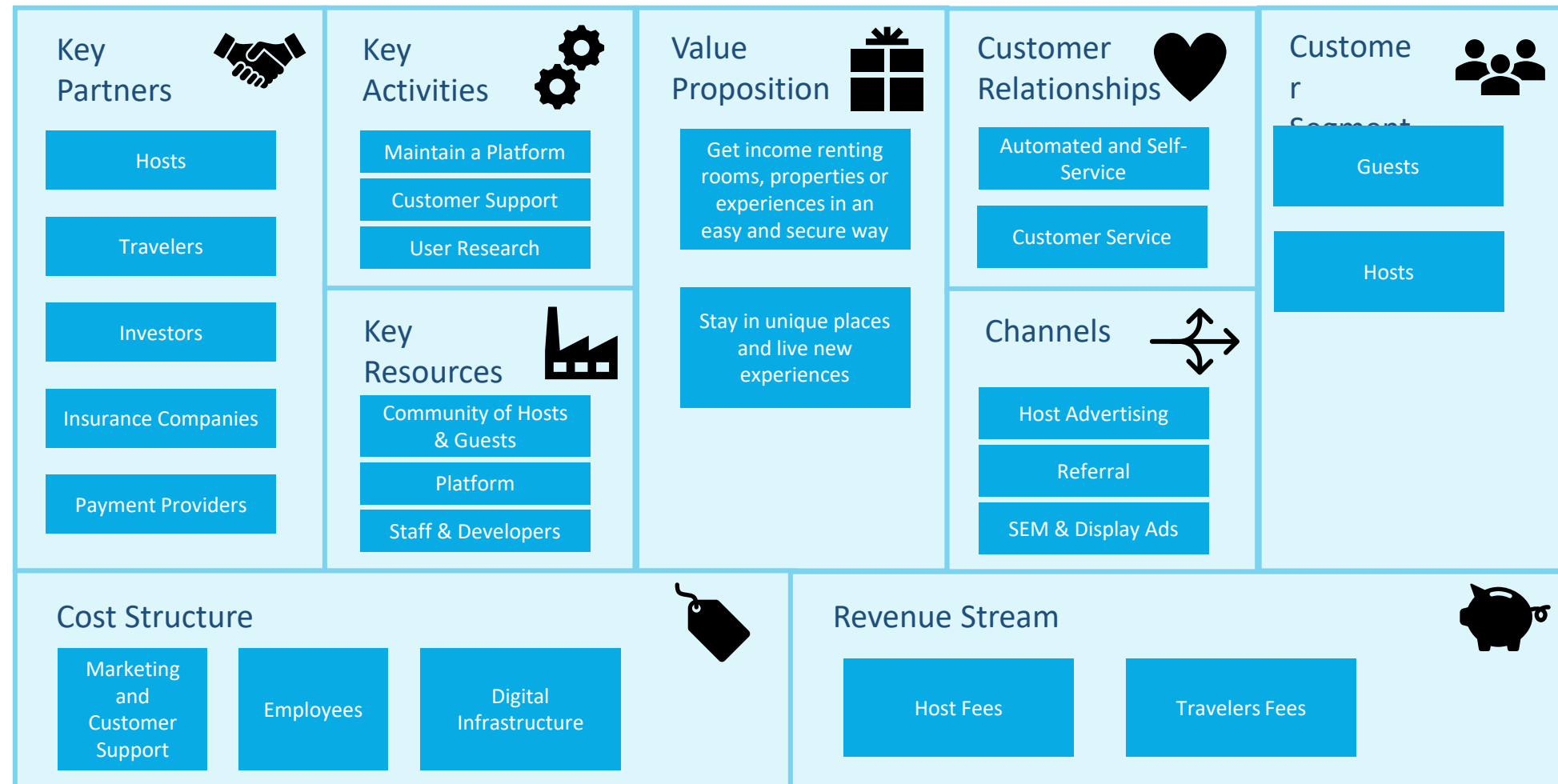
Source: [Sustainablebusinessmodel.org](https://sustainablebusinessmodel.org)

Example 1: Nespresso

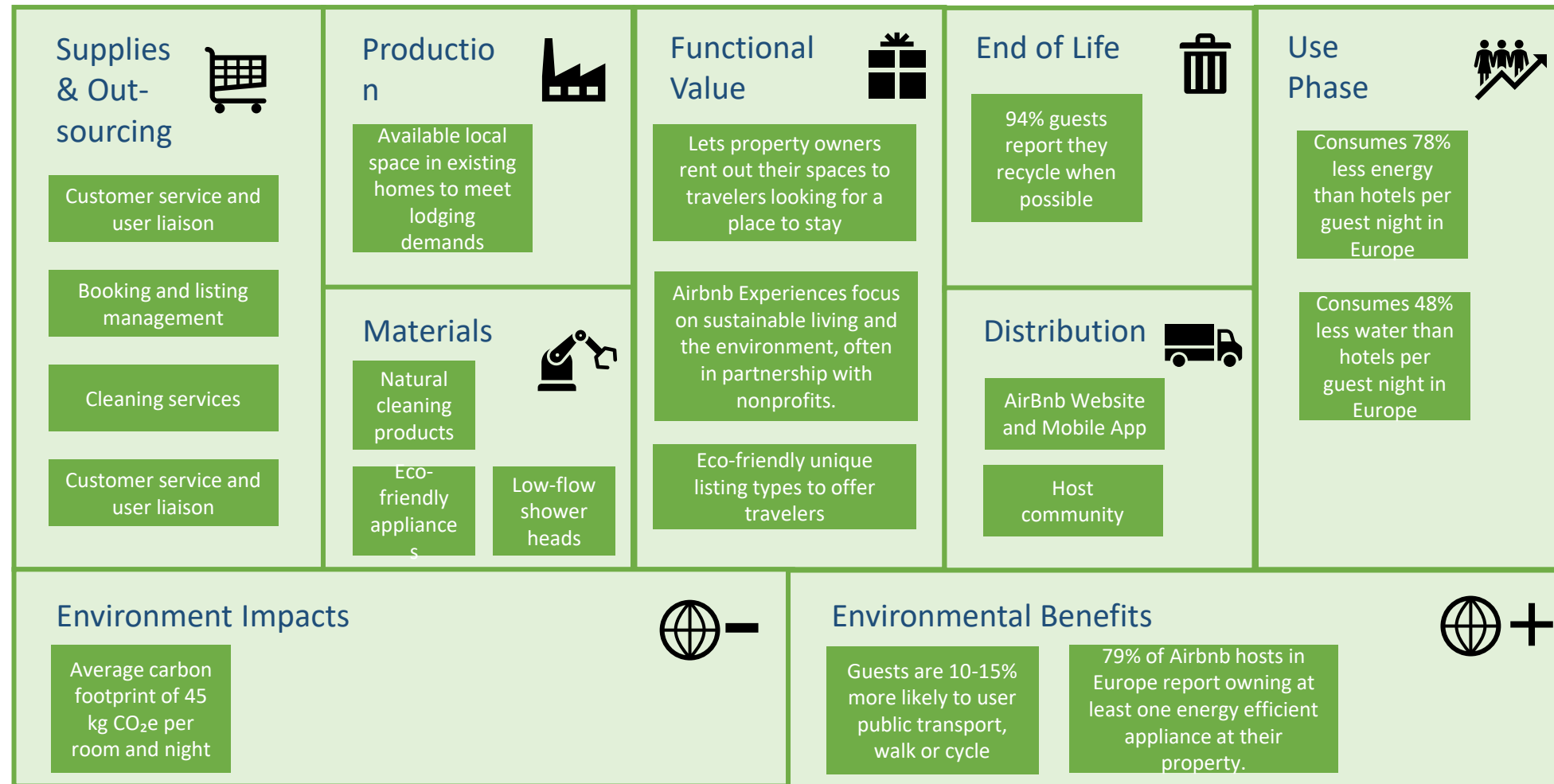


Source: [Sustainablebusinessmodel.org](https://sustainablebusinessmodel.org)

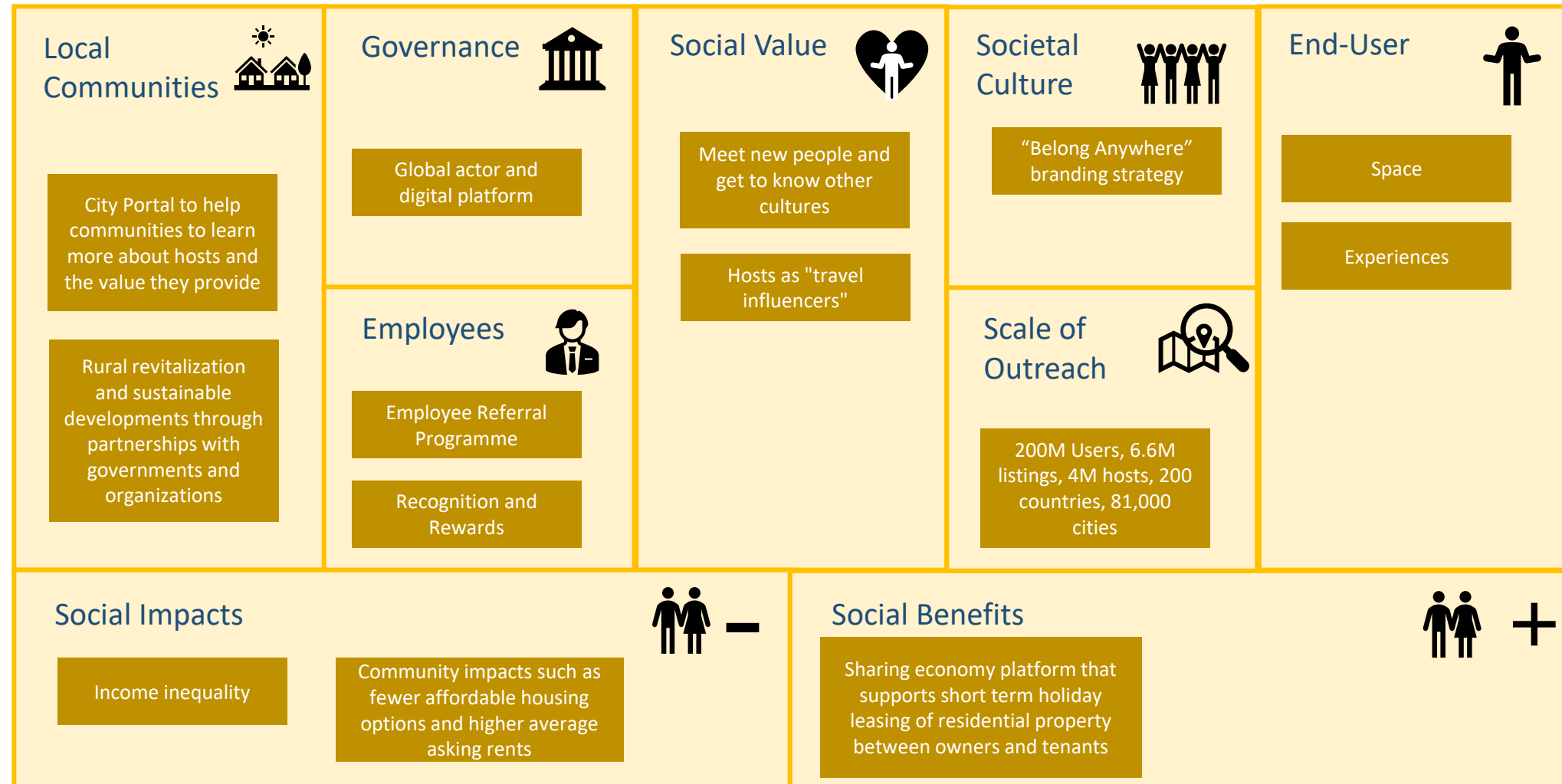
Example 2: Airbnb



Example 2: Airbnb



Example 2: Airbnb



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>



Q & A





NUS
National University
of Singapore

School of
Computing