

# Sustainable Business Canvas

Projet : ..... Date : .....



<p><b>Key partners</b></p> <p>Who are our Key partners? Who are our key suppliers? Who can help in negative externalities? Which key resources are we acquiring from partners? Which key activities do partners perform?</p> <p><b>Motivation for partnerships</b> <i>Optimization &amp; economy Lower risk and uncertainty Acquisition of particular resources and activities</i></p>	<p><b>Key activities</b></p> <p>What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams? Externalities management?</p> <p><b>Categories</b> <i>Production Problem solving Platform/Network</i></p> <p><b>Key resources</b></p> <p>What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?</p> <p><b>Types of resources</b> <i>Physical Intellectual property Human Financial</i></p>	<p><b>Value propositions</b></p> <p>What value do we deliver to the customer? Which one of our customer's problem are we helping to solve? What bundles of products and services are we offering to each customer segment? Which customer needs are we satisfying?</p> <p><b>Characteristics</b> <i>Newness Performance Sustainability Customization "Getting the job done" Design Brand/Status Price Cost reduction Risk reduction Accessibility UX</i></p>	<p><b>Customer relationships</b></p> <p>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?</p> <p><b>Examples</b> <i>Personal assistance Dedicated support Self-service Automated services Communities Co-creation</i></p> <p><b>Customer Segments</b></p> <p>For whom are we creating value? Who are our most important customers?</p> <p><i>Mass market Niche market Segmented Diversified Local</i></p>	<p><b>Channels</b></p> <p>Through which channels do our Customer Segments want to be reached? How are we reaching them now? How are our channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> <p><b>Channel phases</b> <i>Awareness: how do we raise awareness about our company's products / services? Evaluation: how do we help customers evaluate our organization's value proposition? Purchase: how do we allow customers to purchase specific products &amp; services? Delivery: how do we deliver a value proposition to customers? After sales: how do we provide post-purchase customer supports?</i></p> <p><b>Bonus:</b> how do you evaluate the sustainability in each of the phase?</p>
<p><b>Cost structure</b></p> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>Is your business more</b> <i>Cost driven Value driven</i></p> <p><b>Sample characteristics</b> <i>Fixed costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope</i></p>			<p><b>Revenue streams</b></p> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>Types</b> <i>Asset sale Usage fee Subscription fees Lending/Renting/Leasing</i></p> <p><i>Licensing Brokerages fees Advertising</i></p>	
<p><b>Negative externalities</b></p> <p>How your Value Proposition impact negatively your environment? Your Partners? Your Ressources? Your Channel?</p> <p><b>Types</b> <i>Social Environmental Economy</i></p>			<p><b>Positive externalities</b></p> <p>How your Value Propositions will positively impact your environment? In what manner your Value Proposition target one or multiple UN sustainable goals?</p> <p><b>Examples</b> <i>Decrease CO2 emissions Improve water quality Lower pollutions Improve global health ...</i></p>	