

Business Model Canvas

 A3 or bigger

Increasingly, companies are shifting from selling only a product to turning that product into a service. Do you need an office, or just a place to get work done? Do you need to buy a new set of clothes, or have access to a never ending wardrobe? It starts with understanding the underlying user need and thinking more creatively about how they can be met.

STEPS

- 1 Download the Business Model Canvas. This video will help explain the process of filling it out.
- 2 Sit down with your team and start to fill out the sections of the Business Model Canvas —this will help you use a circular lens for your business.
- 3 There is not a rigid start and end point. Circular design thinking is an iterative process of continuous learning, prototyping and feedback loops. As such, you may continuously come back to the user(s) as their perspectives fit within the system as iterate on this business model.
- 4 When you fill it out the first time, expect there to be holes. It's okay not to know exactly how everything will work. Adapt as needed and continue to reference this as you iterate on your solution.

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The business model canvas has been developed by Osterwalder & Pigneur (strategyzer.com). You might have filled one of these in before - here we have added some prompts and questions that you might find helpful in the context of the circular economy.

If you need more space, create your own canvas using post-its.

