

2. UNDERSTAND

2.1 Current Business Model

2.1.1 Business Model Canvas



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DESCRIPTION

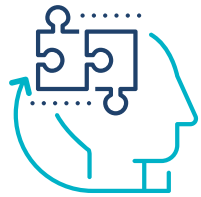
The business model canvas is a shared language for describing, visualising, assessing and changing business models. It describes the rationale of how an organisation creates, delivers and captures value. This adaptation adds a special focus on social and environmental costs and benefits to highlight the importance of sustainability and circularity in providing value also, to people and planet.

STEPS

- 1. Customer Segments:** Who are your customers? List at least your top three segments. Look for the segments that provide the most revenue.
- 2. Value Propositions:** What are your products and services? What is the job you get done for your customer?
- 3. Revenue Streams:** List your top three revenue streams. If you do things for free, add them here too.
- 4. Channels:** How do you communicate with your customers? How do you deliver the value proposition?
- 5. Customer Relationships:** How does this show up and how do you maintain the relationship?
- 6. Key Activities:** What do you do every day to run your business model?
- 7. Key Resources:** The people, knowledge, means, and money you need to run your business.
- 8. Key Partners:** List the partners that you can't do business without (not suppliers).
- 9. Cost Structure:** List your top costs by looking at activities and resources.
- 10. Social and Environmental Positives:** What are the key positive impacts that you have on people and planet?
- 11. Social and Environmental Negatives:** What are the key negative impacts that you have on people and planet?

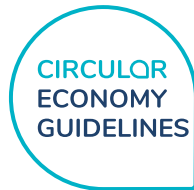
OUTPUT

Clear and common understanding of the current state business model. This will give a clear view of the resources available when considering Value Network and your Current Context.



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It is important that the canvas is completed, one section at a time, in the following order.

Clear and common understanding of the current state business model. This will give a clear view of the resources available when considering Value Network and your Current Context.

