RE-THINK THE BUSINESS MODEL

As you have completed all of the 5R steps, return to the Rethink step to re-consider traditional business processes. Instead of linear "take-make-dispose" approach, develop a business model that considers and incorporates sustainability

factors and circularity principles. Use the Green start-up Canvas (GSC) to consider all possible angles for sustainable business development. Create the GSC by filling in the canvas template and adding notes. 9. Cost Structure 1. Customer Segments What are the fixed and variable costs of • Who is your target market interested in launching your product? Consider the sustainable products? cost at each stage - from setting up and List the groups that you expect to use hiring all the way to marketing and your product. distribution. How could a circular Add notes here approach benefit the cost efficiency? Add notes here 8. Key Partners 2. Sustainable Value Proposition What need or problem are you trying to

- address? What sustainable value will your product bring to the target audience?
- Add notes here

3. Channels

- Where will your product be available? List the ways you plan to reach your target audience and how you take sustainability into account in delivery?
- Add notes here

4. Customer Relationships

- What relationships will you establish with each customer segment?
- How do you communicate your sustainability?
- Add notes here

WRITE YOUR BUSINESS IDEA (Product/Service)

5. Revenue Streams

- How will you generate income? Present a pricing model of your product or service and include other revenue sources, such as sales and subscription fees. How is ROI considered in terms of sustainability?
- Add notes here

- Whom will you work with to run the business - name partners?
- How will you use sustainability criteria in building partnerships?

7. Key Resources

- What are the tangible and intangible things you will use to make the product?
- How do you consider sustainability in resource use?
- Add notes here

6. Key Activities

- · What are the tasks and activities to keep the business running every day?
- How these tasks or activities incorporate sustainability and circularity?
- Add notes here