

SUSTAINABLE BUSINESS CANVAS

Created by: Albaeco, Heureka Ventures & Stockholm Resilience Centre

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Name of the business model:

Designed by:

Date / version:

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Customers



- Which customer segments should you focus on?
- Which of their needs/demands should you meet?
- Who should be your "early adopters"?
- What existing alternatives/competitors do you need to be better than?
- How big is the willingness to pay?

Team



- What skills/strengths do you have in the team?
- What values/culture do you have?
- What are you genuinely interested in/do you love to do?
- Which advisors and investors should you bring with you on the journey?

Unique Value Proposition



- In a sentence: What is your offer and why is it better than other options?

Branding



- What feeling and tonality should you convey?
- What messages and stories should you communicate?
- Which strategies and channels should you use?

Operations



- What customer journeys/user experiences should your customers be able to have?
- What internal processes and resources make them possible?
- Which subcontractors/suppliers should you work with?
- How can you optimize your operations for profitability and sustainability?

Forecasting



- What external factors and trends will affect your preconditions?
- How do you think they will develop? (Make forecasting scenarios)
- What new business opportunities will arise?
- What are the upcoming risks?

Key Metrics



- Which key metrics should you use to know if you are on the right track?

Systems Change



- Which parts of society are shaped to the advantage/disadvantage of your business model?
- Which issues are particularly important for you to change actively?
- Which actors agree/don't agree with you? Which of them has much/little power?
- Which collaborations and strategies should you prioritize?

Sustainability



- To what sustainability challenge/challenges do you want to make a significant positive contribution?
- How quickly do you want to scale your positive impact and how can you do it?
- What other sustainability challenges do you have a positive/negative impact on?

Finances



- What are your financial goals?
- Which business models and pricing strategies should you use?
- What are your expected revenues/expenses and profit/loss in the coming years? (Make calculations)
- Do you need to raise capital? If so, how much and from where?

1. Team



2. Sustainability



Problem Statement

Mission Statement

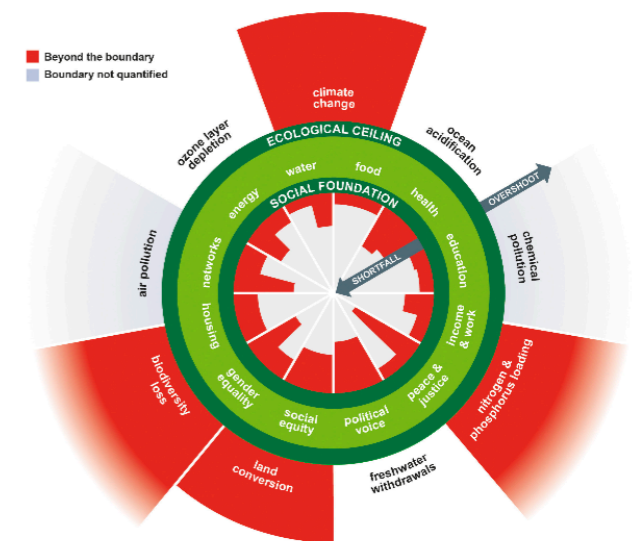


Image: Kate Raworth and Christian Guthrie/The Lancet Planetary Health

Moonshots



Year 10
Amount:____
Enablers:

Year 9
Amount:____
Enablers:

Year 8
Amount:____
Enablers:

Year 7
Amount:____
Enablers:

Year 6
Amount:____
Enablers:

Year 5
Amount:____
Enablers:

Year 4
Amount:____
Enablers:

Year 3
Amount:____
Enablers:

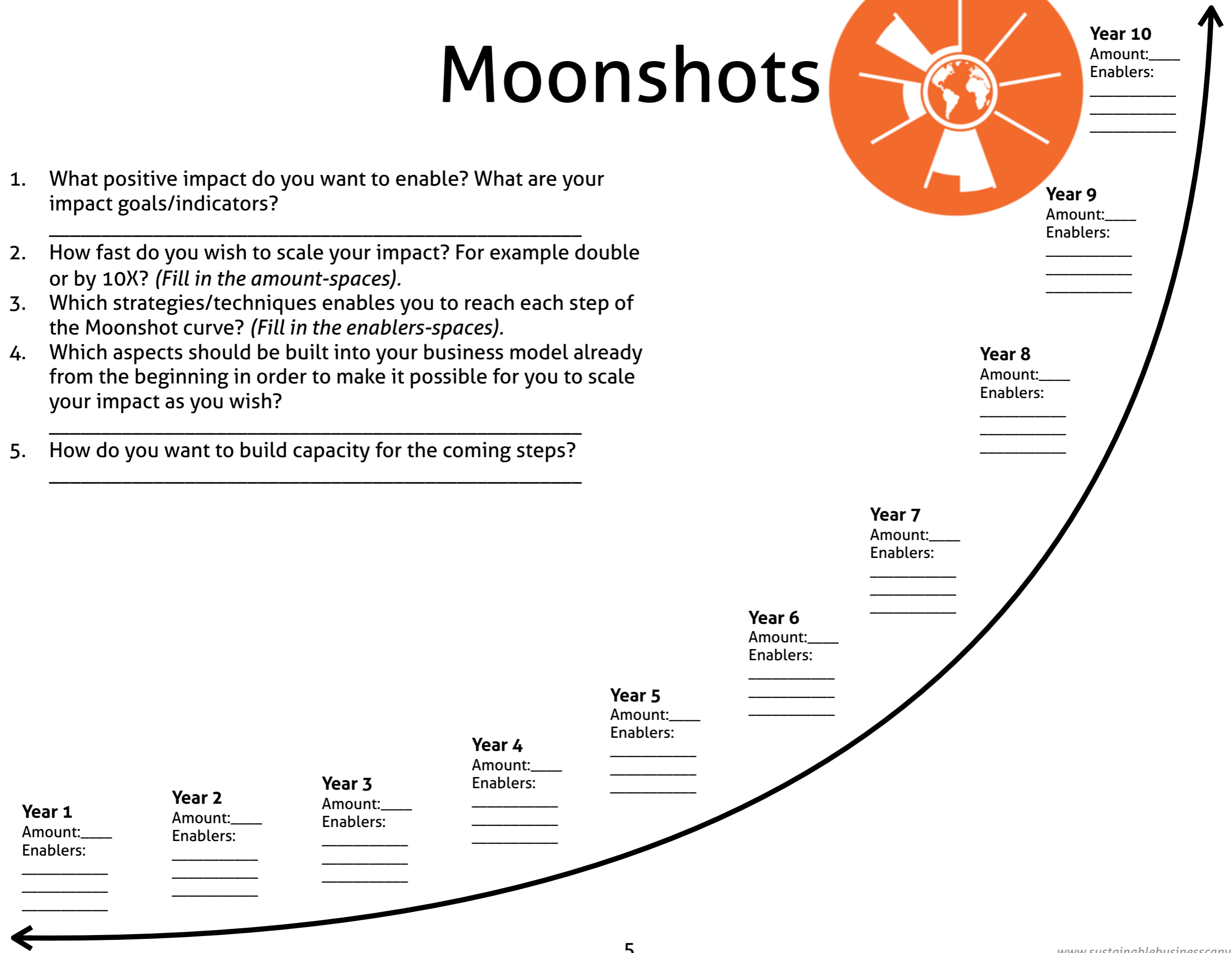
Year 2
Amount:____
Enablers:

Year 1
Amount:____
Enablers:

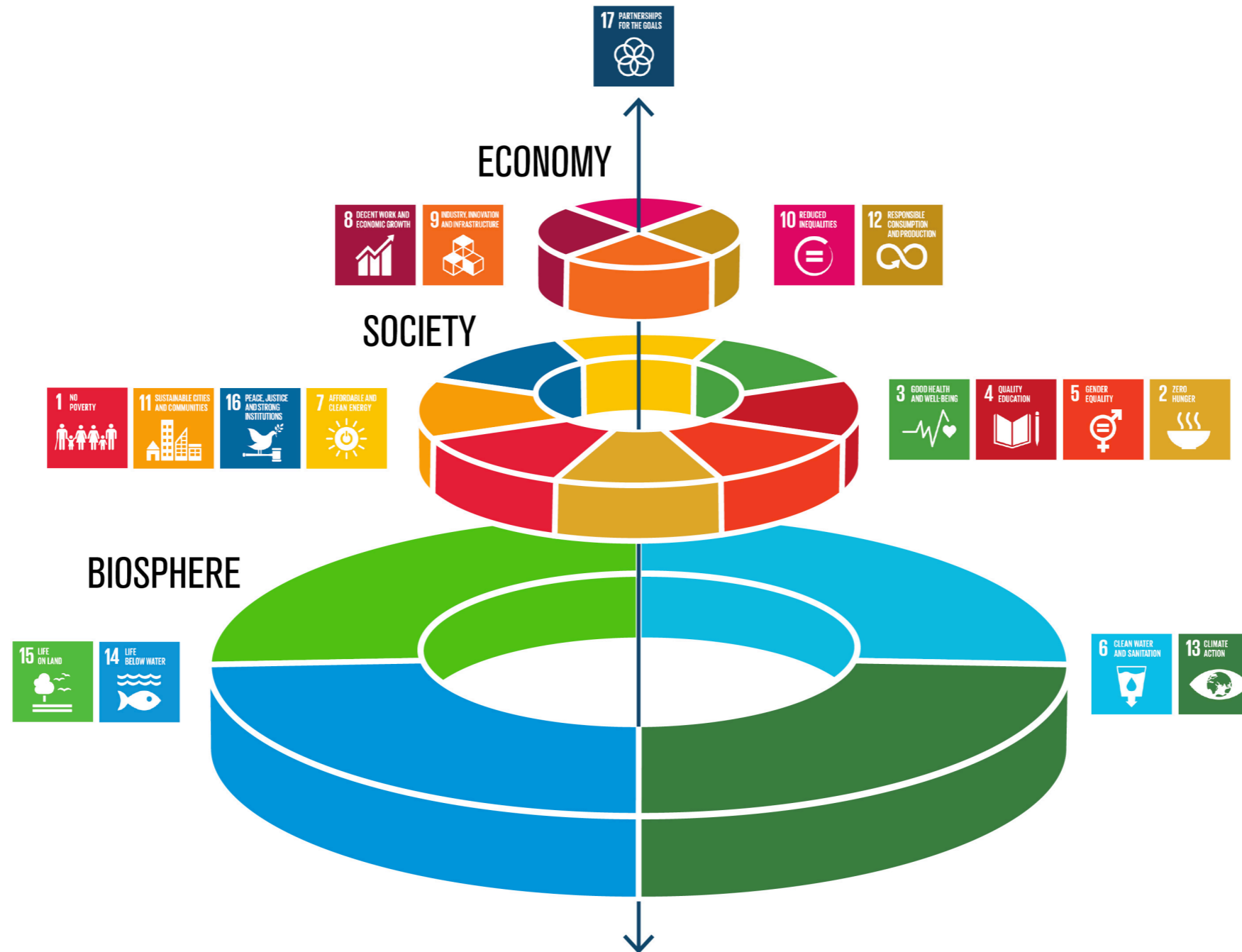
1. What positive impact do you want to enable? What are your impact goals/indicators?

2. How fast do you wish to scale your impact? For example double or by 10X? *(Fill in the amount-spaces).*
3. Which strategies/techniques enables you to reach each step of the Moonshot curve? *(Fill in the enablers-spaces).*
4. Which aspects should be built into your business model already from the beginning in order to make it possible for you to scale your impact as you wish?

5. How do you want to build capacity for the coming steps?



Systems Analysis



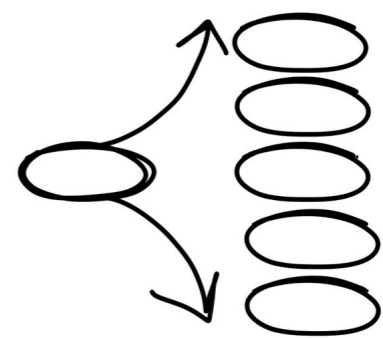
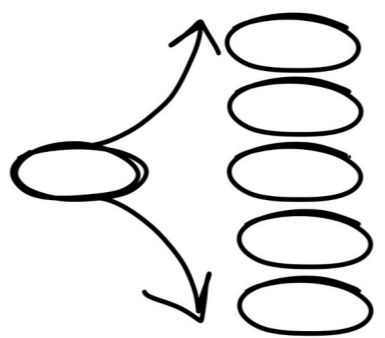
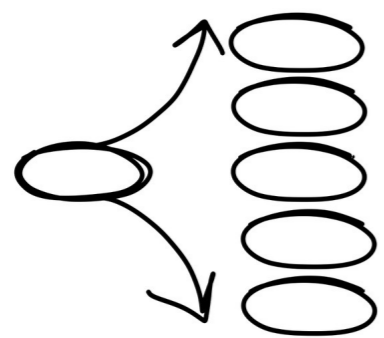
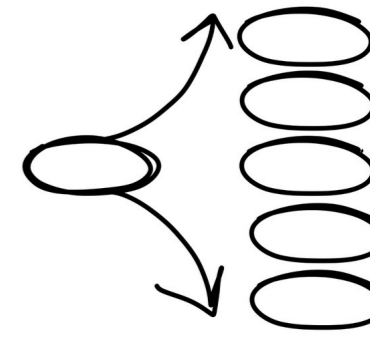
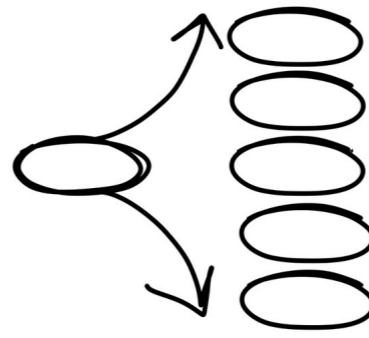
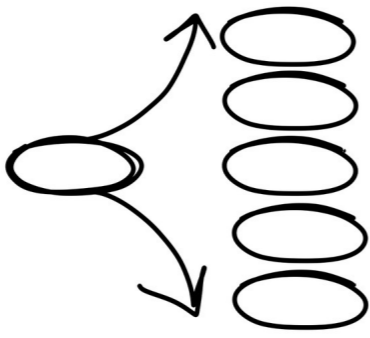
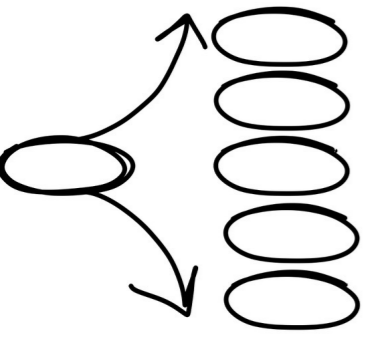
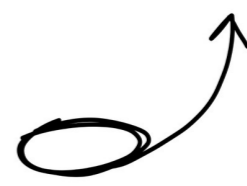
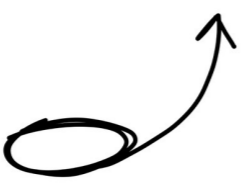
3. Customers



Sketch out:

1. Your customers
2. Their pain-points & dreams
3. Your early adopters - Your 100 first true fans
4. Your positioning in relation to existing alternatives and competitors
5. Your customer's willingness to pay

4. Forecasting



5. Idea



BIG IDEA:

8 WORDS STATEMENT:

X FOR Y STATEMENT:

KEY FEATURES:

GOALS:

INDICATORS:

6. Branding



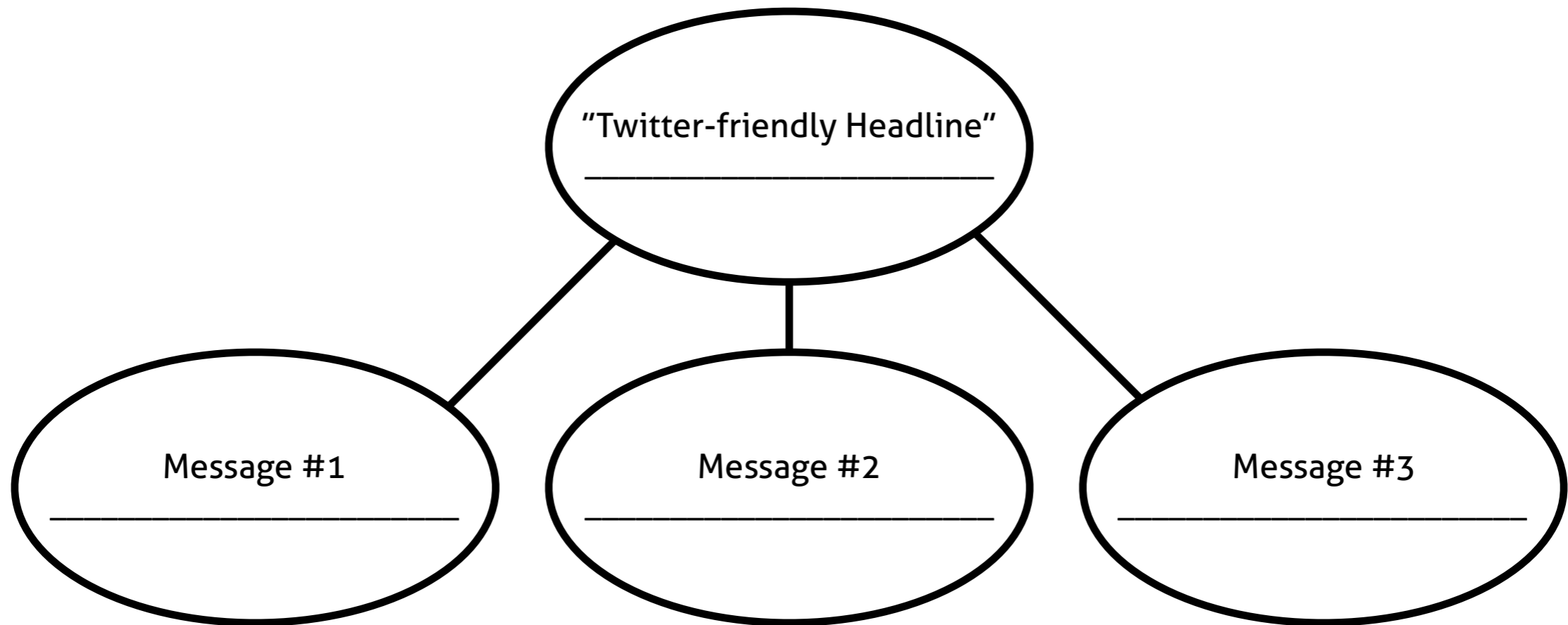
Think, know, feel, do

Thinking/knowing => Think/know

Feeling => Feel

Doing => Do

Message Map



Comm. Strategies



Messages & Stories

Strategies & Channels

Feel & Form

Actors Map



Power



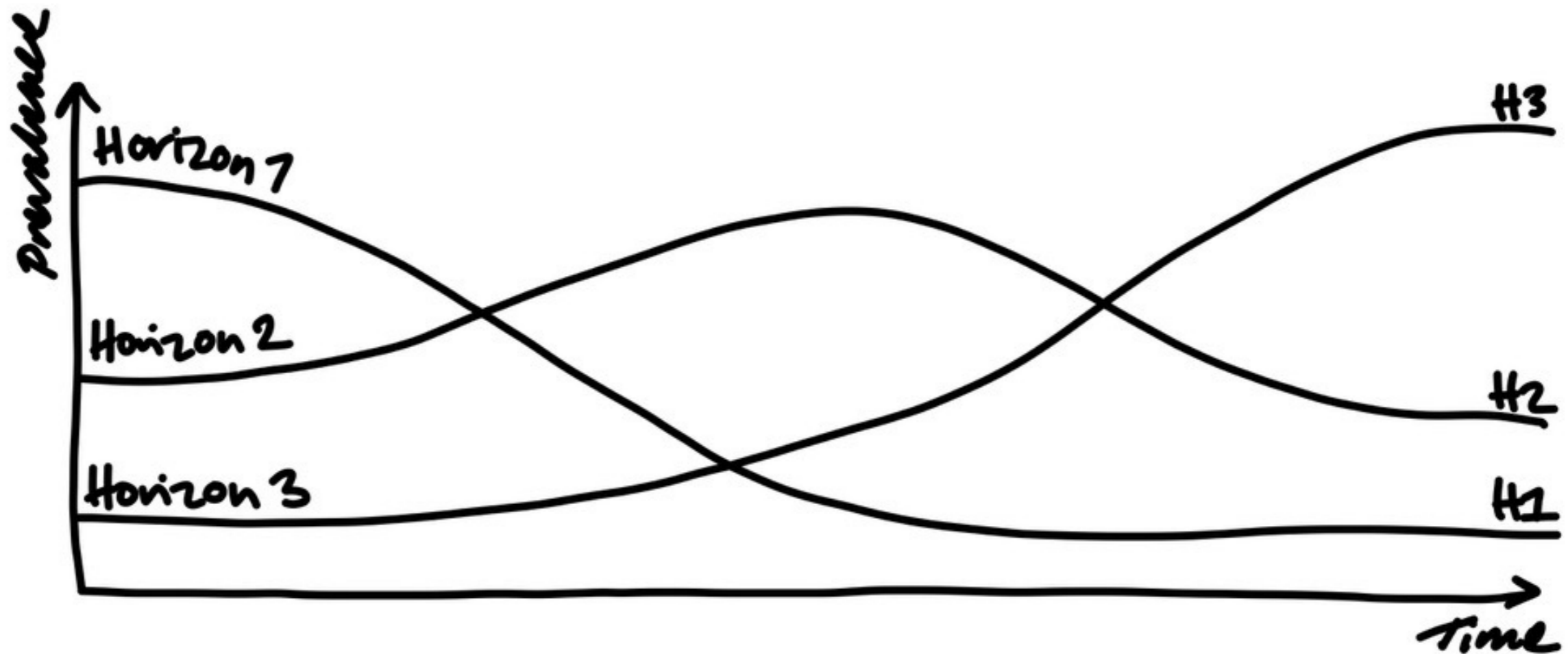
Position



-

+

Three Horizons

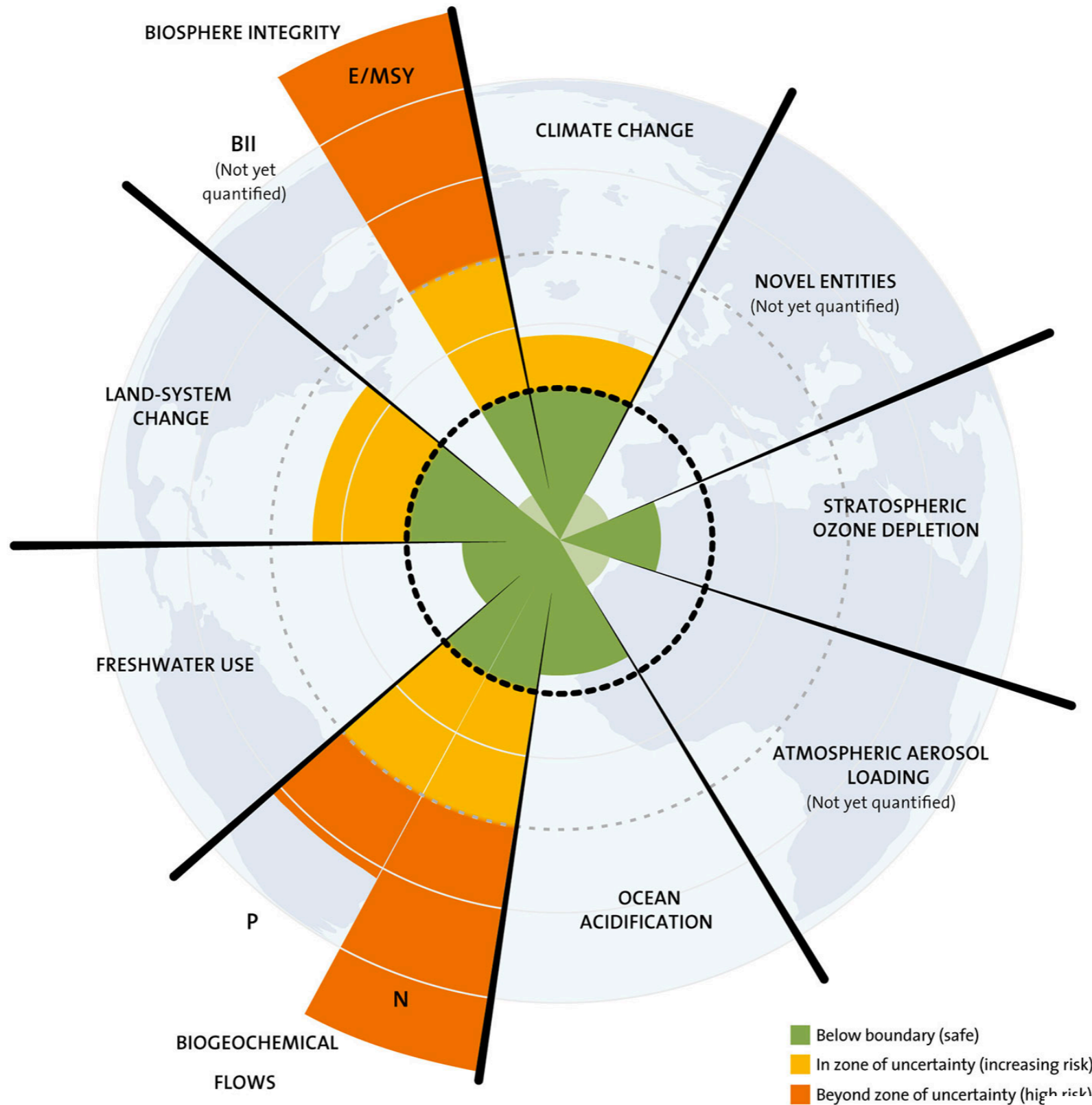


8. Operations

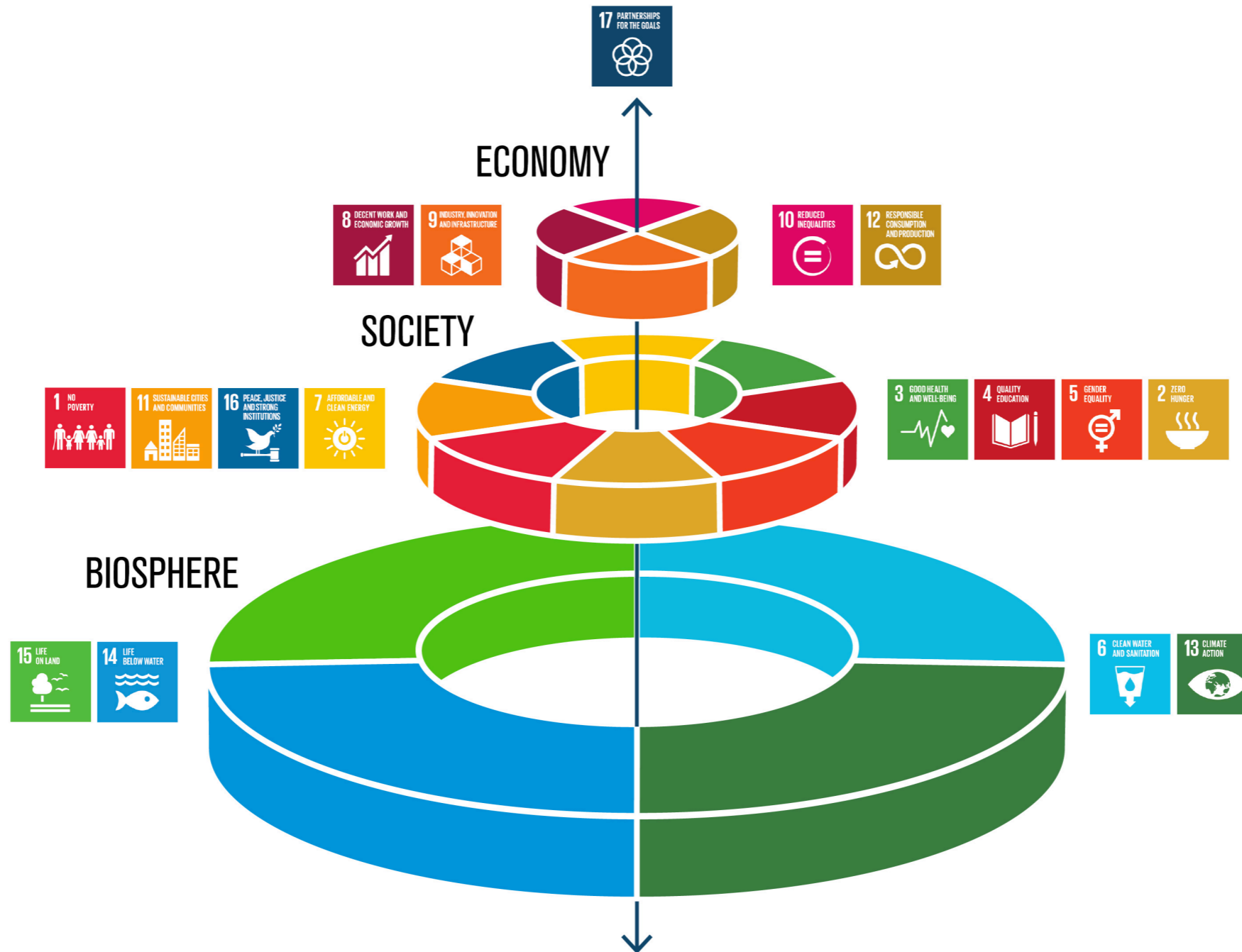


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|--------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| Customer journeys | | | | | | | | | | | | | | | | | | | | |
| Internal processes | | | | | | | | | | | | | | | | | | | | |
| Employees | | | | | | | | | | | | | | | | | | | | |
| Sub-contractors | | | | | | | | | | | | | | | | | | | | |
| Resources | | | | | | | | | | | | | | | | | | | | |

Planetary Boundaries



Agenda 2030



9. Finances



| Time -> | | | | | | | | | |
|---------------------|--|--|--|--|--|--|--|--|--|
| Financing + | | | | | | | | | |
| Pricing + | | | | | | | | | |
| Volumes * | | | | | | | | | |
| Fixed costs - | | | | | | | | | |
| Variable costs - | | | | | | | | | |
| Result = | | | | | | | | | |
| Financial goals | | | | | | | | | |