

# SUSTAINABLE BUSINESS CANVAS

Name of the business model:

Designed by:

Date / version:

Created by Albaeco,  
Heureka Ventures and  
Stockholm Resilience Centre

## 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?

## Key Metrics



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

## Branding



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

## 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?

## 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?

## 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?