Name of the business model:

Designed by:

Date / version:

Created by Albaeco, **Heureka Ventures** and **Stockholm Resilience Centre**

Customers

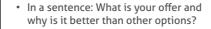
- · Which customer segments should you focus on?
- Which of their needs/demands should you meet?
- Who should be your "early adopters"?
- What existing alternatives/competitors do you need to be better than?
- · How big is the willingness to pay?

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





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
- · How can you optimize your operations for profitability and sustainability?

Forecasting



- 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?
- them has much/little power?



- · Which actors agree/don't agree with you? Which of
- · 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?



