

Group assignment circular economy

Step 1


Choose a company and describe the business model. You can use the Business Model Canvas (BMC).

The Business Model Canvas

Designed for:	Designed by:	Date:	Version:						
Key Partners Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from partners? Which key activities do partners perform? <small>CONTRIBUTIONS FROM PARTNERS</small> Distribution and delivery Reduction of risk and uncertainty Acquisition of valuable resources and activities	Key Activities What key activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? <small>CHANNELS</small> Production Platform building Platform network	Value Propositions What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying? <small>CHANNELS</small> Research Professional Customization "Copy the old but better" Design Distribution Risk Cost Reduction Risk Reduction Accessibility Community	Customer Relationships What types of relationships does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they? <small>CHANNELS</small> Personal assistance Self-Service Platform resources Self-Service Automated services Communities Co-creation	Customer Segments For which are we creating value? Who are our most important customers? <small>CHANNELS</small> Mass Market Niche Market Segmented Diversified Multi-Sector Platform					
Key Resources What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams? <small>TRUST IN RESOURCES</small> Intellectual brand patents, copyrights, data Talent Financial		Channels Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost efficient? How are we integrating them with customer routines? <small>CHANNELS, RESOURCES</small> 1. Awareness How do we raise awareness about our company's products and services? 2. Evaluation How do we help customers evaluate our organization's value Proposition? 3. Purchase How do we allow customers to purchase specific products and services? 4. Delivery How do we deliver a value Proposition to customers? 5. After sales How do we provide post-purchase customer support?							
Cost Structure What are the most important costs inherent to our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? <small>IS OUR BUSINESS MODEL</small> Cost Driver (Resource cost structure, fee price value proposition, maximum automation, extensive outsourcing) Value Driver (Reduced or more creative, customer value proposition) <small>CHANNEL CHARACTERISTICS</small> High-touch operations, high unit-price Virtual, 24/7 Dimensions of scale Dimensions of scope		Revenue Streams For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to general revenues? <table border="0" style="width: 100%; font-size: small;"> <tr> <td style="width: 33%;">PRICE</td> <td style="width: 33%;">VALUE PROPOSITION</td> <td style="width: 33%;">CHANNELS</td> </tr> <tr> <td> Asset sale Rental/Lease Subscription Fee Licensing (Patents)/Licensing Advertising Royalties </td> <td> Low Price Premium/Premium Discounted Customized Bundling Performance Fee </td> <td> Registration (one payment) Yield/Usage-based Near-time delivery </td> </tr> </table>		PRICE	VALUE PROPOSITION	CHANNELS	Asset sale Rental/Lease Subscription Fee Licensing (Patents)/Licensing Advertising Royalties	Low Price Premium/Premium Discounted Customized Bundling Performance Fee	Registration (one payment) Yield/Usage-based Near-time delivery
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 The masters of Business Model Generation and Strategyzer

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strategyzer.com

Step 2

Surf to <https://www.circulator.eu/>. The circulator helps you to navigate potential circular strategies. Have a look at your BMC from step 1 and brainstorm in the group how you can make the business model more circular. You can focus on a specific product, service or building block. As an entry point you can use the 'Explore Archetypes', 'Strategies Mixer' or 'Browse the cases'



FIND A CIRCULAR BUSINESS MODEL THAT FITS

The Circulator helps you to navigate potential circular strategies and learn from inspiring cases.

Choose one of the entry points:



Check out which business models are most common in the circular economy and how they combine strategies.



Mix different strategies and see what works for you. Check out live cases that match your mix.



Freely browse our case database and find inspiration in the experience of others.

Step 3

Give 3 concrete advice to the company to make their business model more circular. Make a small presentation and make clear how the BMC changes after your advice. Which building blocks will be impacted?

