

Sustainable driven Entrepreneurship

Learning material

Petra Sippola, Seinäjoki University of Applied Sciences

Joeri Brusselle and Rebecca De Smedt, HOGENT



Service Design

LO 5: Students can use service design tools to support business model innovation and to generate, develop and test sustainability-driven business ideas and opportunities





CONCEPT

To study on beforehand

1. Thinking of sustainability and its value as a part of entrepreneurship and in business.



- **What is the Business Model Canvas (BMC)?** Business Model Canvas is a strategic management and lean startup template for developing new or documenting and improving existing business models. It is a visual chart that describes how an organization creates, delivers and captures value. ([GREENT_Lesson_24_Sustainable-business-model-canvas.pdf \(greentproject.eu\)](#))
 - [Business Model Canvas Explained - YouTube \(2,19min\)](#)
 - [The Business Model Canvas - 9 Steps to Creating a Successful Business Model - Startup Tips - YouTube \(9,41 min\)](#)
 - [How To: Business Model Canvas Explained | by Sheda | Sheda | Medium](#)



Thinking of sustainability and it's value as a part of entrepreneurship and in business.



- **What is Flourishing Business Model Canvas and how to use it?** Flourishing Business Canvas is a tool that provides a common language in a useful visual framework to enable you to collaboratively sketch, prototype, design, improve, communicate, understand, measure, diagnose, and tell stories about any business model - economically, socially and environmentally.
 - [Flourishing Enterprise Innovation Toolkit - Tools for the Strongly Sustainable Revolution - Socially Beneficial, Environmentally Regenerative and Financially Viable \(flourishingbusiness.org\)](#)
 - [The Flourishing Business Canvas... An Overview - YouTube \(4,42 min.\)](#)



2. What is Value Proposition?



- The Value Proposition is the collection of products and services a business offers to meet the needs or solve the problems of its customers. A company's value proposition is what distinguishes itself from its competitors through the value it creates. Answers the question “What are you building and for who?”
 - [Strategyzer's Value Proposition Canvas Explained - YouTube](#) (3,12 min)
 - [A Value Proposition Canvas Example - YouTube](#) (10,27min)
 - [Value Proposition Canvas by Strategyzer.com explained through the Uber Example 🚗 - YouTube](#) (5,30min)
- **Lesson:** Group discussion during one lesson (45 min): 30min discussion about the models and potential possibilities + 15 min. review of groups thoughts.

3. What is Market analysis and how to use it?

- [What Is a Market Analysis for Business? - businessnewsdaily.com](https://www.businessnewsdaily.com/15751-conduct-market-analysis.html)
- [How to do a market analysis for a business plan \(thebusinessplanshop.com\)](https://www.thebusinessplanshop.com)
- <https://www.businessnewsdaily.com/15751-conduct-market-analysis.html>



TASK: Create a business plan for a starting company using the Business Model Canvas



- Students draw up a business plan for a company they could start as an entrepreneur. Ideas can be found online e.g. <https://ellenmacarthurfoundation.org/>
- Perceiving a company's business idea as a clear business idea is an essential basis for a functioning plan.
- The students should also think about sustainability and it's value for the company as a part of the business plan e.g. How to reduce plastic waste in your business.
- The students use the Flourishing Business Model Canvas and think about the questions on the next slides.



Question 1: Competence



- Think of skills, competences, experience you have on which your business could be based.
- What could be the added value of your idea to the world around you?
- Is the timing right for this idea?
- As entrepreneurs everyone needs support. Think about where you could get this support, inside and/or outside your organisation.
- Think of the competences you want your company to have acquired within 1-5 years time.
- How motivated are you as an entrepreneur?

Question 2: Specificity



- Is your business idea unique?
- How does it stand out?
- Who are your competitors? What are their strengths and weaknesses?
- What can you learn from them?
- And what could you do to be different?
- What is your industry like?
- What is the industry's future going to be?
- Which things affect industry change (trends, phenomena, weak signals)?
- How do these affect your business and your competitors'?



https://intoseinajoki.fi/wp-content/uploads/2019/06/Liikeidean_kehittajan_tyokirja_2018_WEB.pdf

Question 3: Customer



- Who is your customer / customer group?
- How would you describe this customer group in three adjectives?
- Why would your customer buy your service or product?
- What challenges / needs does this customer group have in its daily life?
- How do you answer this customer group needs?
- What is a selling point for this customer group?
- Where to find this customer group?
- What is your industry and your business size class?

Question 4: Product and service



- What does the customer buy from you?
- What does the customer pay for?
- What a problem do you solve for the customer or what value you will add?
- What is productization? The goal of productization is to make a product easy to produce for the company and easy to buy for the customer.
- What is the production process? What or who do you need for this process?
- What are the customized part and special needs of the customer like additional service, support service,...?

Question 5: Resources and viability



- How do you manufacture your product?
- How do you implement your services?
- What do you do yourself and what do you get from others?
- How much time does it take to develop/produce your product or service?
- How long will your product or service last?



Question 6: Pricing



- How did you form the price of your product or service?
- At what price do your competitors sell?
- How do you make your business profitable?



Question 7: Marketing



Marketing Concepts
Success Plan
Growth Team
Vision

- How do you get your customers interested?
- What is the name and visual appearance of your business?
- How do you market your company?

Marketing checklist:



1. Think about what you want to reach in marketing? The goal can be e.g. revenue growth, awareness, customers quantity or corporate image. Rate target also in figures.
2. Who is the marketing targeted to? Think about what you are marketing and to whom. Observe the service promise.
3. Find out which marketing channels fit your product or service best. Choose a few channels and create a channel-specific plan. (Marketing channels are e.g. website, brochures, ads, Search Engine Marketing and Optimization, networks, showcase, social media channels.)
4. Design your marketing content levels (year, month and possibly week). Build campaigns, pay attention to launches and seasonal marketing.
5. Track marketing results. When you know where you market and at what stake, you will be able to track marketing effectiveness and, for example, customer-specific marketing cost. This will help you prepare the marketing budget and, if necessary, change your marketing strategy.

Take advantage of the story of your business in communication and business!



Story types:

- Who am Story: You tell the story in the form of who you are.
- What am Story: You tell the story of what your business and brands are.
- Values in practice story: You tell the story of the values involved in your business activities are based and you share them with your listeners with
- Why am I here Story: You tell in story form why you have come discuss with the listeners and you want to establish cooperation.
- I know what you think story: Tell a story in the form of that as if you know what your listeners are thinking and want now cut wings from rumors and gossip.
- Teaching story: When you want to get people to realize something tell a story about sharing information.
- Visionary story: When you start something new and want to lead people of the future, tell a story about it.
- A pop-up board story: When you want to bring about change and activities tell a story with ease identify with the hero and a happy ending.