

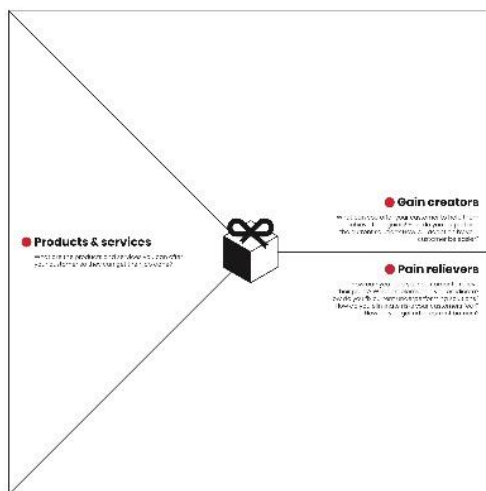
LEVEL	1
LEARNING OUTCOME	L05 Students can produce, present and implement a sustainability-driven business plan
SPECIFIC LEARNING OUTCOME	Students can analyze how business works using the Sustainable BMC
KEYWORDS	Business model Canvas, Sustainable
INTRODUCTION	You learn about the sustainable business model canvas. What is canvas and how can you work with this model.
HOW TO WORK WITH THIS MATERIAL	<ul style="list-style-type: none"> • Show the video of the explanation of model canvas to the class/group • For extra explanation of every step of model Canvas you can show the website of Rabobank. • Use the sheets for explain model value proposition. The best method is to fill in sheet 1 for a company you know. • This task can be done alone, in pairs or small groups. When the students work for the first time on a business plan, the best way to do it is in small groups. • Watch the videos together, and help the students answering the questions. • Check also the videos and the explanation of model canvas by other levels.
TIMING	aprox. 2 hours

Introduction

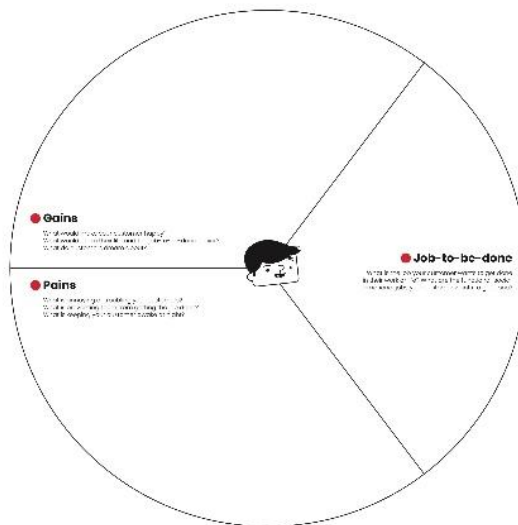
One of the most important parts of Business model canvas is the value proposition. The Value Proposition is foundational to any business/product. It is the fundamental concept of the exchange of value between your business and your customer/clients. Generally, value is exchanged from a customer for money when a problem is solved or a pain is relieved for them by your business.

BMI • Value proposition canvas

Persona



© Justus Lipsius



www.businessmodelgeneration.com

Sheet 1: The value proposition canvas

[BMI • Value-proposition-canvas.jpg \(5100×3600\)](#)

Good questions to ask when defining your business/product:

- What is the (sustainable) problem I am solving?
- Why would someone want to have this problem solved?
- What is the underlying motivator for this problem?

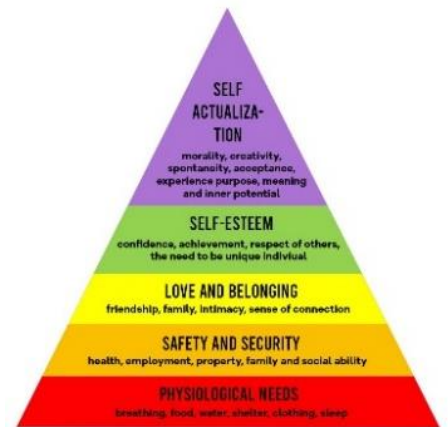


Tips:

A good way to approach this for users/customers is by looking at your customer segments and figuring out where your product/service solves the problem for your customer, based on [Maslow's Hierarchy of Needs](#).

If you are selling your product or service to another business, you are a key partner in them achieving their Value Proposition for their customers.

It is important to have context around the goals the company is trying to achieve for their Customer Segments and where your business/product/service fits in the value chain.



Assignment:

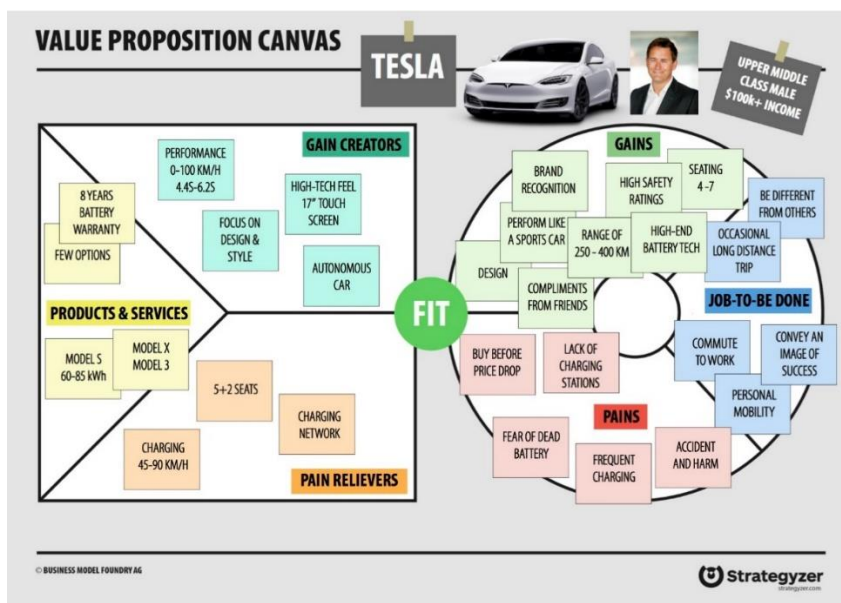
Fill in the value proposition of canvas for one of the following companies.

1. You can choose a large (international) company like:

- a. Ikea
- b. Triodos Bank
- c. Lego
- d. Apple
- e. Nike
- f. AH

2. You can also choose a local company from your own area.

You can use the example of tesla, to support the assignment to be made.



[Value-Propositon-Canvas-Tesla-1.jpg \(1754x1241\) \(designabetterbusiness.com\)](#)

