

Dock1 Sustainable Business Canvas

Vision

- What is your long-term goal?
- Which vision are you pursuing?
- Where do you want your venture to be in 5-10 years?
- What are your personal goals with your venture?
- Where do you see yourself in 5-10 years?
- Do your ideas match?
- What role should economic, ecological and social goals play?
- Which overall ecological / social contribution / change should have been made in 5-10 years?

①

Value Proposition

- Which of your target groups problems do you want to solve?
- With which offerings (products / services) should the your target groups problems be solved?
- Which concrete benefit / added value do your offerings provide for your target group(s)?
- How can the benefit for your customers be further increased by sustainability?
- What positive impact does your offer have on the environment / society?
- Can negative effects on the environment / society be avoided, mitigated or reduced?
- inequality, working conditions, CO2-emissions, (packaging-) waste, resource consumption, etc.

②

Target Groups

- Who are your customers?
- Who pays / makes the decision to buy?
- B2C or B2B?
- Who are your users?
- Who uses your offerings?
- How can your target group(s) be described as precisely as possible?
- What kind of relationships do you want to build with your customers and users?
- How do you want to reach out to your target group(s)?
- marketing strategy
- distribution channels
- How important is sustainability for your target group(s) now and in the future?
- Are credible sustainability certificates important to your target group(s)?
- Can additional target groups be reached with more sustainability?

③

Market

- Who are your competitors?
- Direct: offer the same thing to the same customers.
- Indirect: offer similar products to the same customers.
- Future?
- How does the value you offer your customers differ from existing offerings?
- unique selling point (USP)
- competitive advantage
- How can your idea be prevented from being copied / stolen?
- How big are your target group(s) / your potential market volume?
- if necessary, TAM, SAM, SOM analysis
- How is your market developing?
- What role does sustainability play in your addressed market?
- How can further competitive advantages be achieved by sustainability?

④

Key Activities

- Which activities are necessary to provide your offerings / value propositions?
- Which activities should / can you carry out yourself?
- research & development, production
- marketing, sales, accounting, etc.
- How to design your activities to make your venture more sustainable?

⑤

Key Resources

- Which resources are needed to deliver your offerings / value propositions?
- know-how, staff, network, machines, software, data, etc.
- Which resources are already available, which must still be acquired?
- How can the use of resources be reduced / avoided?

⑥

Key Partners

- Which key activities must be fulfilled by your partners?
- What key resources are required by your partners?
- Who are your key partners?
- How can potential partners be encouraged to work with you?
- How can sustainability be increased by cooperation?
- Are there alternative, more sustainable partnerships?
- How can your sustainability goals be ensured across your entire supply chain?

⑦

Costs

- What are your main costs?
- staff, marketing (IT) development, material, machines, etc.
- Are your costs incurred once (investments), regular (fixed costs as rent) or depending on your workload (variable costs as raw materials for production)?
- Can costs be saved by a more sustainable orientation?
- Are there additional costs due to a more sustainable orientation?

⑧

Financing

- Which money will cover investment costs (e.g. for machines), salaries, development and marketing costs until sufficient turnover is made?
- equity (private savings & family)
- debt capital (credit and loans from banks & investors)
- public funding (yooweedoo competition, start-up grant SH & EXIST)
- Does a more sustainable orientation enable further financing?

⑨

Profit + Impact

- How do you want to earn money (viable business model)?
- How much are your target group(s) willing to pay for the benefit you offer?
- Which concrete ecological / social impacts should be achieved in your target group(s)?
- Are your target group(s) willing to pay more for more sustainability?
- Can your positive ecological / social impact be proven?
 - certificates, labels, life cycle analysis, etc.

⑩

Neumann, T., Thiesfeld, J., and Fischbach, B. (2022), Hochschule Flensburg, Adaptation of the Sustainable Business Canvas by Fichter, K. and Tiemann, I. (2015) and the original Business Model Canvas by Osterwalder, A. and Pigneur, N. (2011). Funded by the REACT (Start-Up SH) project of the State of Schleswig-Holstein with resources from the European Regional Development Fund (ERDF).



More information on the Dock1 Sustainable Business Canvas:

<https://venturewaerft.com/tools>

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Schleswig-Holstein. Der echte Norden.

