

# Business Model Canvas

**PROBLEM**



**SOLUTION**



**VALUE PROPOSITION**



**BENEFICIARY RELATIONSHIP**



**+ EXTERNALITIES**

**EXISTING ALTERNATIVES**



**KEY METRICS**



**CHANNELS**



**BENEFICIARIES**



**- EXTERNALITIES**

**COST STRUCTURE**



**REVENUE STREAMS**



# Business Model Canvas

**PROBLEM**



**LÖSUNG**



**WERTVERSPRECHEN**



**KUNDENBEZIEHUNG**



**+ EXTERNE EFFEKTE**

**VORHANDENE  
ALTERNATIVEN**



**KENNZAHLEN**



**VERTRIEBSKANÄLE**



**NUTZENEMPFÄNGER**



**- EXTERNE EFFEKTE**

**KOSTENSTRUKTUR**



**EINNAHMEQUELLEN**



# Business Model Canvas

**KEY PARTNERS**



**KEY ACTIVITY**



**VALUE PROPOSITION**



**CUSTOMER RELATIONSHIPS**



**CUSTOMER SEGMENTS**



**KEY RESSOURCES**



**CHANNELS**



**COST STRUCTURE**



**REVENUE STREAMS**



# Business Model Canvas

**SCHLÜSSELPARTNER**



**SCHLÜSSELKTIVITÄTEN**



**WERTVERSPRECHEN**



**KUNDENBEZIEHUNG**



**KUNDENSEGMENTE**



**SCHLÜSSELRESSOURCEN**



**VERTRIEBSKANÄLE**



**KOSTENSTRUKTUR**



**EINNAHMEQUELLEN**



# Sustainable Business Model Canvas

**KEY PARTNERS**



**KEY ACTIVITY**



**VALUE PROPOSITION**



**CUSTOMER RELATIONSHIPS**



**CUSTOMER SEGMENTS**



**KEY RESSOURCES**



**CHANNELS**



**COST STRUCTURE**



**REVENUE STREAMS**



**ECO-SOCIAL COSTS**



**ECO-SOCIAL BENEFITS**



# Sustainable Business Model Canvas

**SCHLÜSSELPARTNER**



**SCHLÜSSELKTIVITÄTEN**



**WERTVERSPRECHEN**



**KUNDENBEZIEHUNG**



**KUNDENSEGMENTE**



**SCHLÜSSELRESSOURCEN**



**VERTRIEBSKANÄLE**



**KOSTENSTRUKTUR**



**EINNAHMEQUELLEN**



**ÖKO-SOZIALE KOSTEN**

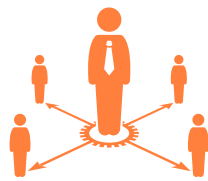


**ÖKO-SOZIALER NUTZEN**



# Environmental Life Cycle Business Model Canvas

**SUPPLIES AND  
OUT-SOURCING**



**PRODUCTION**



**FUNCTIONAL VALUE**



**END OF LIFE**



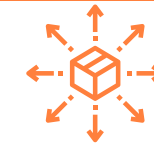
**USE PHASE**



**MATERIALS**



**DISTRIBUTION**



**ENVIRONMENTAL IPMACT**

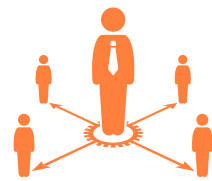


**ENVIRONMENTAL BENEFITS**



# Environmental Life Cycle Business Model Canvas

**BESCHAFFUNG  
UND OUT-  
SOURCING**



**PRODUKTION**



**FUNKTIONALER  
WERT**



**ENDE DES  
LEBENSZYKLUS**



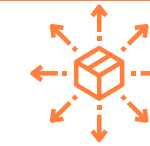
**NUTZUNGSPHASE**



**MATERIALIEN**



**VERTRIEB**



**UMWELTAUSWIRKUNGEN**



**UMWELTVORTEILE**

