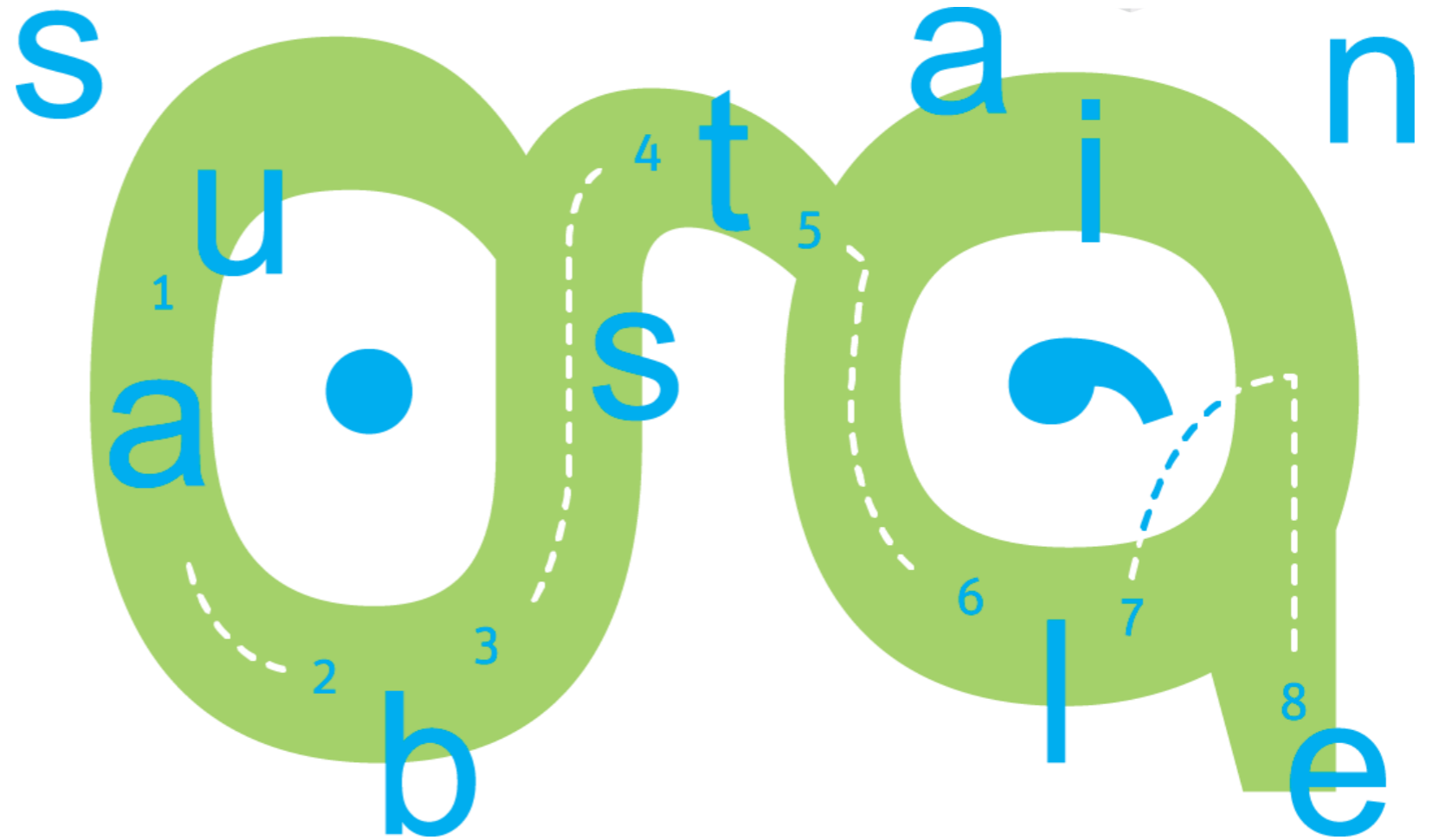


The
**Sustainable
Business Model
Design**

PRESENTATION



Green Future Club in cooperation with



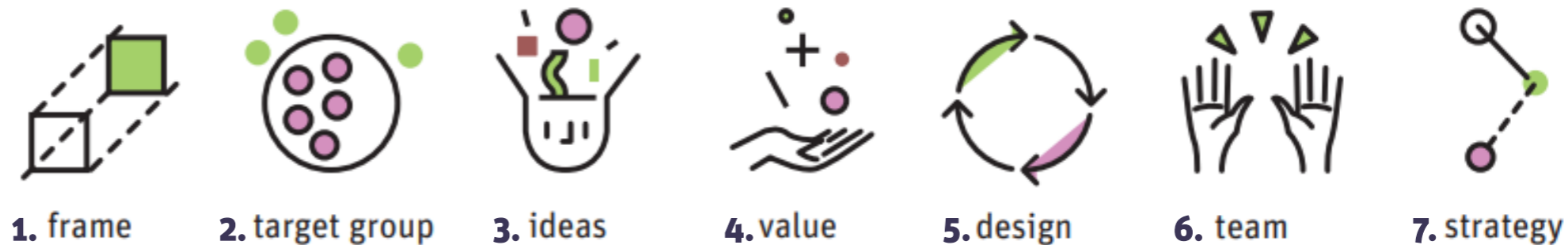
IKEA Stiftung

TRANSITION FROM TOOLKIT TO PRESENTATION

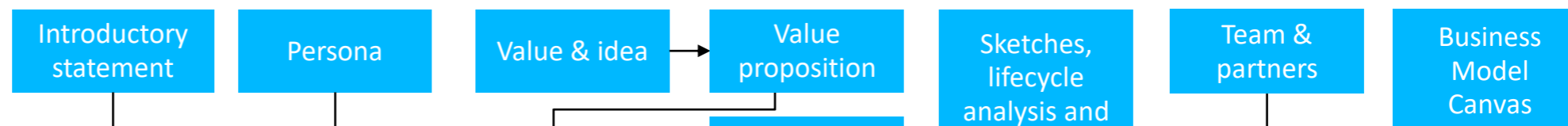
Outcomes Overview



Toolkit Steps
([Access here](#))



Documentation

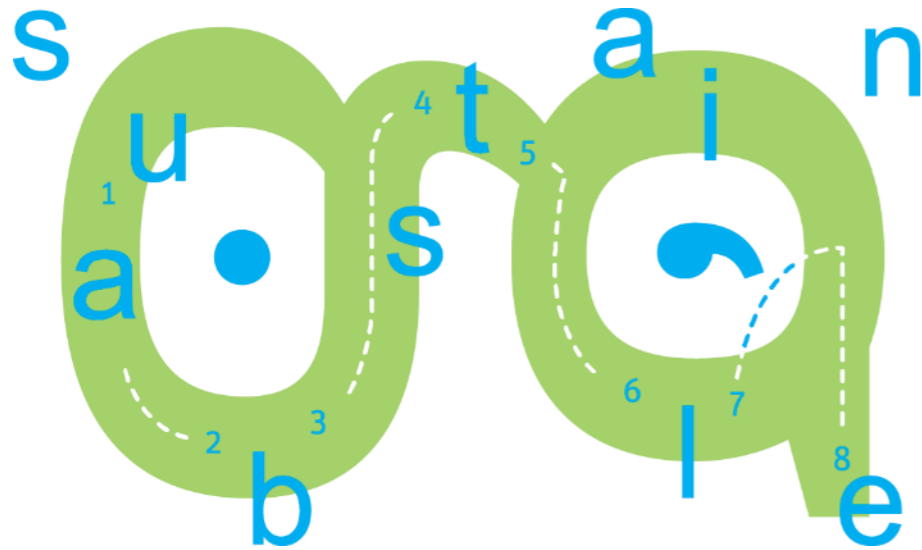


Presentation



Extras for Funding





CHAPTERS TO CREATE:

1. Cover
2. Problem/Opportunity
3. Target Group
4. Value Proposition
5. Underlying Magic
6. Competitor Analysis
7. Business Model (optional)
8. Go-to-Market Plan (optional)
9. Management Team
10. Financial Projections (optional)
11. Timeline
12. Call / Funding (optional)

Capture your audience with a powerful cover

- Use a visualization of your idea.
- Include project/business name, personal contact information, photo of yours / logo to establish your identity.
- Catch their attention with a question.
- You have 10 seconds to hook in your audience!



INPUT: Step 5: Sketch / rendering / picture

Which problem do you solve and for whom?

- Include the main problem/opportunity your idea is trying to solve (ideally you can provide a number to that).
- Who is affected by the problem? Introduce your target group. Be creative, use a persona, tell a story...
- Is it the **relevant topic** for your target group, or a minor irritation? Indicate the scope/size of your concept via a quantifiable number, ratio, percentage based on up-to-date data.



INPUT: Step1: Introductory statement & Step 2: Persona

Explain your mission and where your concept will create the largest impact

- What is your **mission**? What would you like to achieve? Explain your motivation or reason behind creating your product/service. Reflect on answering your previously stated problem/opportunity.
- How do **you generate value for your target customers**? Is it a need or an underlying desire you fulfill? What are **the major benefits** of your solution?
- Where are you creating the largest impact? What is your **triple bottom line**? Is your solution ecological, social or financial or considers all?



INPUT: Step 3: Your value & idea & Step 4: Mission statement

Show your sustainable design concept

- Introduce your concept. What is your solution that aligns with your mission and solves a problem for your target group?
- What makes your idea unique & sustainable?
- What are the **impacts**? If possible, try to quantify the contribution to sustainability in numbers e.g. percentage of material savings, ratio of recycled content, energy savings in kWh, CO2 emission, etc.



INPUT: Step 5: Sketches, renderings/ prototypes
& Lifecycle analysis & impacts

What market gap does your product/service fill?

- Are you the first mover or the better one?
- Show how your concept outshines your competitors in terms of product/service.
- Visualize your market positioning in a diagram. The less text and the **more diagrams, schematics, and flowcharts the better.**
- If you want to go for details, check: <https://www.business-online-learning.com/support-files/competitoranalysisistemplate.pdf>



INPUT: Step 4: Competitor analysis

How do run business without breaking the bank?

- **How do you generate revenue?** Focus on the primary revenue model than on a list of potential revenue streams.
- How much does your product/service cost?
If possible, provide some proof (survey results, focus group) that your target customers are willing to pay your price.
- Investors generally prefer active revenue streams (customers paying for the use of a product/service) than passive revenue streams (eg: advertising or affiliate revenues).



INPUT: Step 7: Business Model Canvas (Revenue Stream)

Explain how you can reach your goals

- What are your key activities?
- Elaborate **how** you plan to **bring your idea to the market**. How will your supply chain look like? Will who will be responsible for the entire product/service creation and end-of-life activities?
- How will you reach your customers and how will your product/service reach your customers?



INPUT: Step 7: Business Model Canvas (Key Activities, Audience Relationships, Distribution Channels)

Explain your projection of revenue, costs and expenses over the next 3 years

- Include revenue drivers and the amount of money you will spend on key operations such as marketing, sales, product development and customer service.
- Indicate an **EBIT** (Earnings Before Interest and Tax) so that investors can see how much money you will burn before you stop losing money and become profitable. Use percentages alongside your numbers, it save time for investors. Pie charts are recommended.
- Finally include a guess on **when you will breakeven**, the point when you start generating profit.

Deeper introduction

- Describe you & co-founders - What role do members play in the execution?
- Why are you the best people to execute this idea (**experience**, expertise regarding your idea, external feedback & statements (like awards))
- Introduce partners.



INPUT: Step 6: Team

Take them on your journey

- Give an overview.
- **Mention** achieved milestones like R&D breakthroughs, production status, new partners, and **awards**.
- Describe your short and long-term future plans.
- Make sure each milestone is relevant for your audience.

What do you want?

- Make clear what you are looking for.
- Be proud of your concept.

If you go for funding/investment:

- What is the overall value of your business now?
- What do you offer and for how much?
- What is the **return on an investment** and how will you minimize risks? (*explanation on the next slide*)
- How much of their money will you allocate to Sales & Marketing, Customer Support, Product Development, and etc.?



When and what type of funding should you look for?

Based on your progress level:

1. **Idea (no minimum viable product yet):** angel investor, first round of funding Investment (FFF), crowdfunding
2. **Product/service prototype:** seed funding, crowdfunding
3. **First customers:** Venture capital, crowdfunding
4. **Growth and expansion:** Public markets, private equity

What are investors looking for?

An opportunity to invest early in a new business with an obvious and significant return on investment potential and minimal risk of failure.

Your job is to convince them that your business offers a greater return potential, with less risk, than all the other businesses that investor is currently considering.

Return: The potential return on an investment in your business.

Risk: The risks that might prevent them from getting that return on their investment.

Explain how you will minimize risk

Assess investment risk in three key areas:

1. **Market Risk:** Are you addressing a large, growing market?
2. **Product Risk:** Can you build a compelling product/service with sustainable competitive advantages?
3. **Execution Risk (Team Risk):** Can your team acquire and retain new customers profitably, at scale, and translate significant market opportunity plus differentiated product into a substantial long-term business?



CONTACT US

Let us shape the future together!



Green Future Club



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