

# SUSTAINABLE GEALS



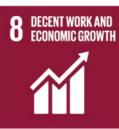
































#### **Criteria:**

- 1. Feasibility: Is it realistic that you could get this idea off the ground
- 2. Sustainability: Does you plan have a means to sustain itself into the future (profitable!)
- **3. Adoption**: Do you have a clear plan to encourage and grow public adoption of your solution
- **4. Impact**: What impact do you expect your solution to achieve, and how will you measure it
- **5. Research**: What research has the team done in development of the plan

### Approach:

- 1. Understand the problem
- 2. Choose a small piece of the problem
- 3. Start with a canvas
- 4. Form a team
- 5. Involve a mentor

#### **BMI** • Business model canvas

Key partners	Key activities	Value propositions	Customer relationships	Customer segments	
Who are your most important partners? Which key resources do you acquire from partners? Which key activities do your partners perform?	What are the activities you perform every day to create & deliver your value proposition?	What is the value you delivery to your customer? Which of your customer's problems are you helping to solve? What is the customer need that your value proposition addresses? What is your promise to your customers? What are the products and services you create for your customers?	What relationship does each customer segment expect you to establish and maintain?	For whom are you creating value? What are the customer segments that either pay, receive or decide on your value proposition?	
	Key resources     What are the resources you need to create & deliver your value proposition?		Channels  How does your value proposition reach your customer? Where can your customer buy or use your products or services?		
● Cost structure		Revenue streams	s		
What are the important costs you make to create & delivery your value proposition?		How do customers reward you What are the different revenue	How do customers reward you for the value you provide to them? What are the different revenue models?		

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#### Review and discuss

- What's your idea and why does it matter?
- Who is it for?
- How will you reach them?
- How will you make \$?

### Score

- Scale of 1 to 3
  - 3 This will work!
  - 1 I'm not so sure this will work.
- Score for:
  - Environmental impact
  - Business viability
- Sort ideas highest to lowest, discuss

### Cost Structure & Revenue

- Startup costs (one time expenses to launch)
- Fixed costs (must pay no matter what)
- Variable costs (change as you sell more/less)
- Price per unit

#### **Break-Even Point**

BEP = (Fixed Costs + Startup Costs) / (Price per Unit – Variable Cost per Unit)

## Example: Coffee Stand

- Startup costs:
  - Equipment: \$5,000
- Fixed costs:
  - Rent for 1 year: \$10,000
- Variable costs
  - Cups, ground coffee, additives, etc: \$0.50 per unit
- Planned price
  - \$2 per cup

#### **Break-Even Point =**

# (Startup Costs + Fixed Costs) / (Price per Unit – Variable Cost per Unit)

Startup Costs		\$5,000
Fixed Costs	+	\$10,000
	=	\$15,000
Price per Unit		\$2
Variable cost per unit	-	\$0.50
	=	\$1.50

\$15,000 / \$1.50 = 10,000 cups of coffee in a year to break even

### Next steps

- Assign an idea to each group member
- Research and estimate costs for your idea
- Attempt to calculate BEP, place it in context

## Prep for the Pitch

- Keep your slides simple with minimal text.
- Practice and time your presentation.
- The better you research and understand your idea, the easier it will be to talk about it.
- Try you best! There is support available to launch well-developed plans.