Circular Business Board

Activity	Resource Input	Function	Solution	Delivery Channels		Resource Output
				Marketing	Distribution	Man made
						Biological

Partners

User profile

Price Model

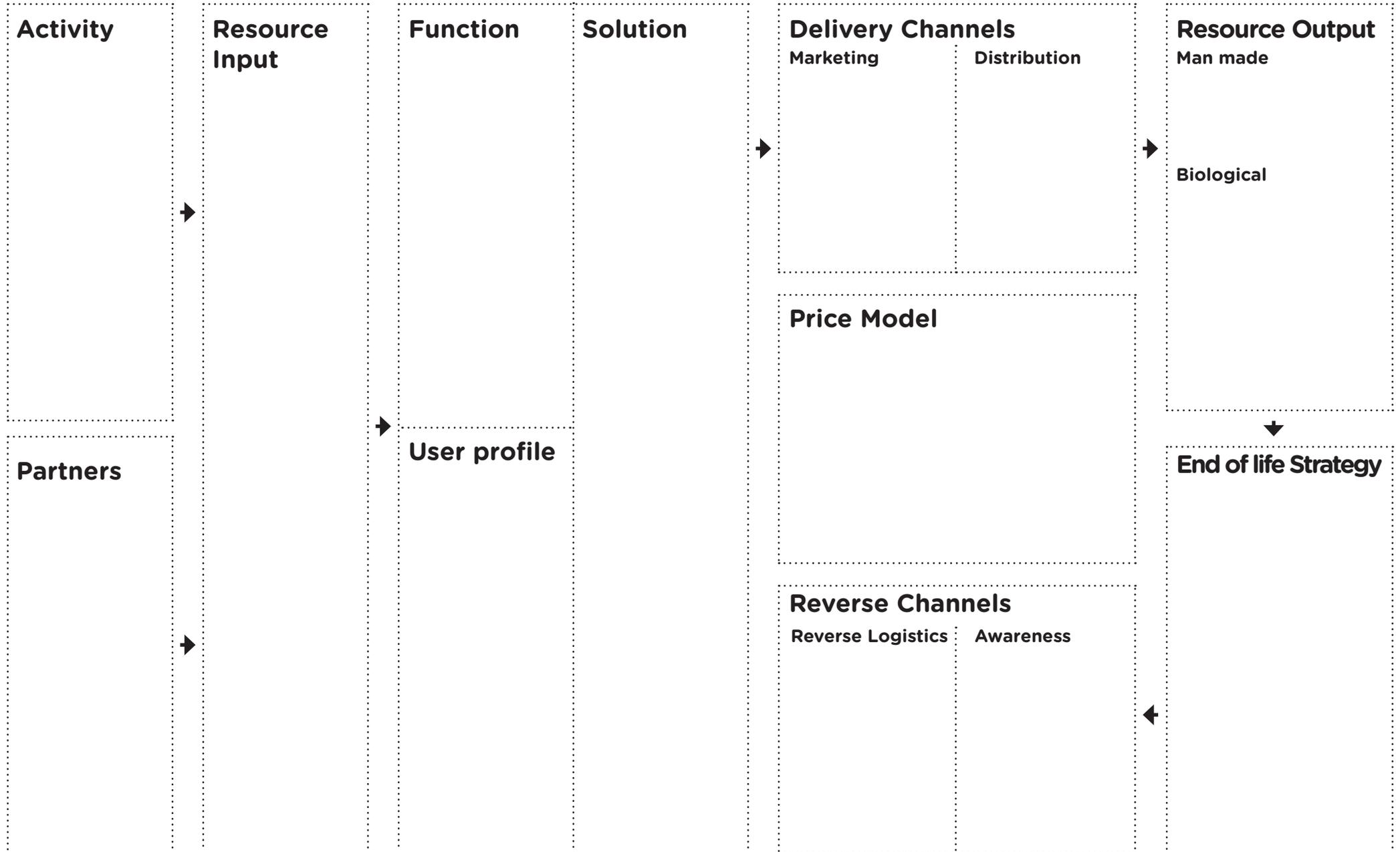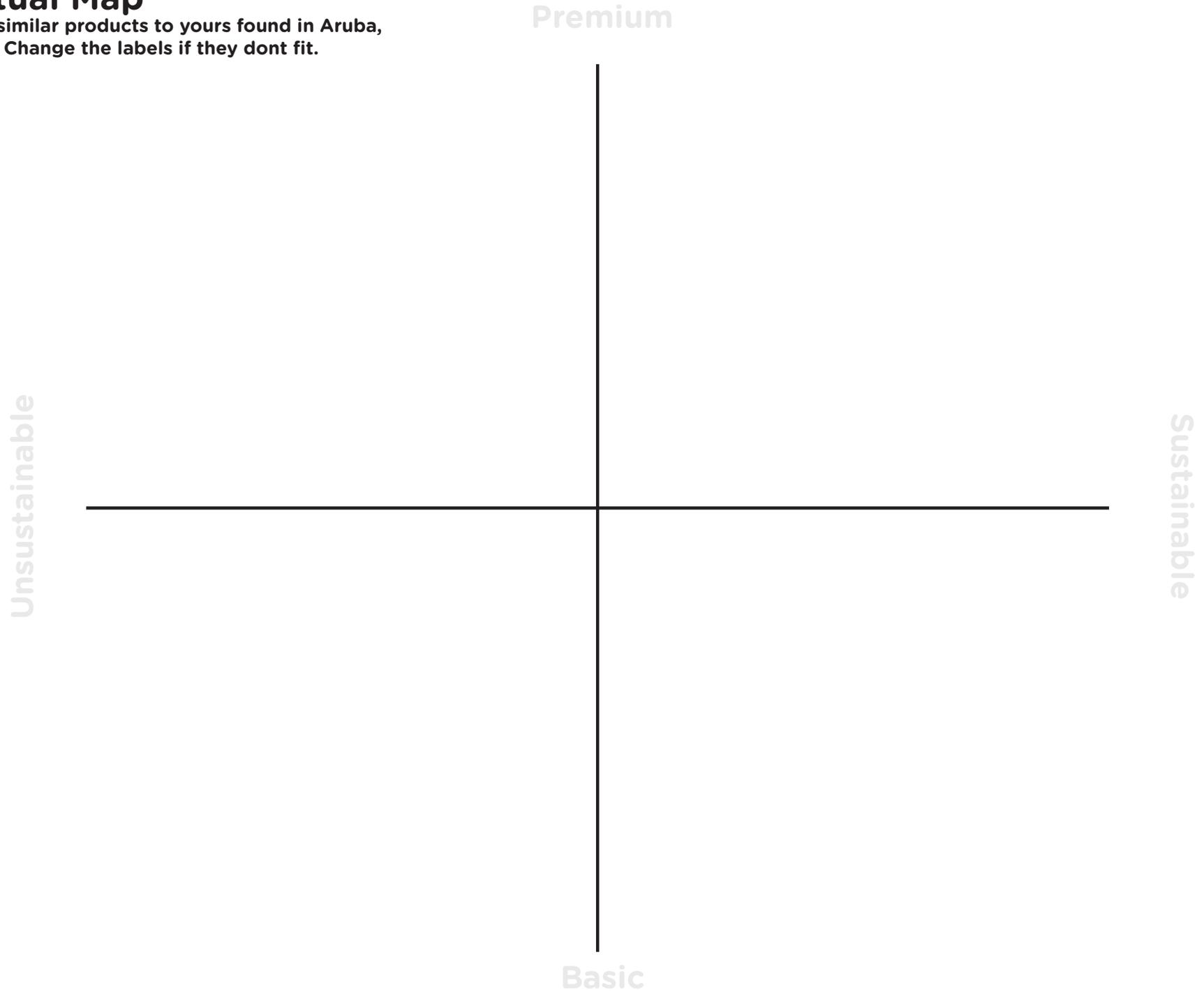**End of life Strategy**

Reverse Channels

Reverse Logistics	Awareness

Perceptual Map

First think of similar products to yours found in Aruba, then globally. Change the labels if they dont fit.

Premium

Unsustainable

Sustainable

Basic

Circular Business Board

Designing Business Models for a Circular Economy
Designed by **We All Design***

Title:

Team:

Date:

Activities

The core in-house skills needed to add value?

What are the minimum skills needed to reach market?

What expert skills do you have?

What skills can you learn fast?

Your capacity to add value to situation is basis of your business. To find new business opportunities what assets or skills do you already that you can adapt or apply to a new situation that will find new value? For example can you provide a platform for your staff

Partners

Who can add value?

And who do you need to partner with to create a full offering?

How does your partnership add value to them?

Do you need to work with a manufacturer? Or how about a waste contractor? Or maybe you can give away products at the end of life to organisations that will train potential employees? Or can you piggy back someone else's service for logistics?

Resource Input

Man Made

List 'technical' materials, that is materials that can not be brought back into natural systems?

What impact do they have in production?

How valuble are the materials?

Are their any supply risks?

Biological

What materials used come from the natural world?

Do they have an impact on ecological systems when they are sourced?

Think about what resources are needed by you and your partners to make your offering a reality. Even the internet needs materials for computers, server farms and the energy they use. As a general rule try to find a solution that enables you to keep the amount and variety of resources you use to a minimum.

Function

What is the problem or opportunity?

Why is it needed?

Why is it important?

What does success look like?

Being able to frame your problem and its criteria for success is critical in understanding if the solution meets the needs of the user. Does your solution result from a customer pain or a technological opportunity?

Solution

What is the proposed solution?

How does it work?

What are the key features?

Think of the best way to deliver a solution to the need you identified? i.e. Rather than design a new drill, what is the best and most resource efficient way to make sure a wall has holes in the right place?

Remember you can change how the system flows as your idea evolves.

User profile

Who is the end user?

What does the user actually say?

What are their aims?

Is anyone else impacted strongly?

It is near impossible to design something that everyone would find useful or desirable. Its important to understand who you are designing for, their patterns of behaviour and what motivates them.

Delivery Channels

Marketing

How do people get to know about the product?

How can we maximise communication and value proposition?

You won't sell things if potential customers don't hear about it or get the right message. How about creating a prize fund? Livery adverts? Reward customers for becoming evangelists?

Distribution

What is the point of sale?

How does the value proposition get delivered to the customer?

A bricks and mortar store, or an online store and delivery service or can you piggy back an existing service that uses a similar route of distribution? Or maybe a temporary pop-up space?

Price Model

How to charge customers? Flat charge? Lease? Subscription? Variable rates?

This can include alternative or supporting revenue channels, especially when customers are not paying

£0.00

Reverse Channels

Reverse Logistics

How is best practice incentivised?

Who picks it up?

Where does it go?

Does the customer take it back motivated by the potential get money back? Does it go through the post? Do you pick it up from their house because it is valuable? Is the take back integrated with an another service like uninstallation?

Awareness

Who needs to be aware?

How do people know where to take things at the end of life?

What are the key tools for creating awareness?

Does it say on the receipt what to do at the end of life? Do you get a text message when your warranty runs out? Do you have regular interactions with your customer? Do you offer a buy back service?

Resource Outputs

Man Made

What condition are assets in at the end of life?

What components are valuable and reusable?

What materials are present? Are they valuable or scarce?

Biological

What resources can be put back into natural systems?

Can they help restore natural capital?

Are the outputs damaging to the environment and eco-systems?

What resources are in your products? High value materials like copper? Rare earth metals like Indium? If you are, for example, looking at printers will the ink contaminate the product making it hard to recycle? Do you have food waste that is still edible?

End of life strategy

Reuse: What is needed to enable people to share reuse the product?

Repair: Can the asset be repaired and maintained by the owner? or as a part of the service? How does it effect the solution?

Remanufacture / Refurbish: Can the broken asset be refurbished and resold or 'remanufactured' and sold possibly with a warranty? What facilities and processes are need

Recycle: How do the materials need to be separated for best practice recycling?

Natural Cycles: What natural processes can capture value and work in harmony with natural systems?

As a general rule the inner tiers of a circular economy (i.e. reuse) provide opportunities to retain more value than the outer tiers (recycling). But how can you design them inline with the rest of the model so the value is realised?