Circular Business Model & Storytelling
Learning Outcomes
Learning Outcomes

1. Understand and define different approach to circular business model
2. Create circular business model for project
3. Understand and practice storytelling
Agenda

103 - Day 5

1. Last week Review
2. Circular Business Model
2. Storytelling
1. Last week Review
Last week Review

- How many people were interested in your product/service?
- Did you achieve your last week’s KPIs? If not, why?
- Any difficulties?
2. Circular Business Model
Approach 1

Circular Cards Mindset & Impact Business Model Canvas
Impact Business Model Canvas
Approach 2

Circular Canvas User Manual
Circular Canvas
Approach 3

Business Model Canvas
Business Model Canvas

Adapted from: Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers Book by Alexander Osterwalder and Yves Pigneur
Simplified Value chain

Design & Develop products

Production (Input, Transformation, Packaging etc.)

Marketing

Consumption

Integrate sustainability in value chain

Recycle/Reuse

Zero waste/emissions
Circular Business Model

Model 1
Transitioning from a linear business model to a CE

Model 2
Developing a new circular business model
Transitioning from the traditional business model to CE

Model 1
Example of a circular value chain

- **Design**: Products and services in a circular direction
- **Production**: Input, Production process, Packaging
- **Distribution**:
- **Consumption**: Main product, Byproduct
- **Withdrawal / Disposal**: Waste, Packaging
- **Reuse**: Waste, Packaging
- **Recycling**: Waste, Packaging, Emissions
### Transform into a circular business model

Questions to ask for established company to shift to CE

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<tr>
<td>Customer increases/decreases when recirculating business model</td>
<td>Redesign value to fit CE</td>
<td>How do channels adjust to CE?</td>
<td>How will the relations change?</td>
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<td>Which resources will be added/reduced</td>
<td>Which activities will be added/reduced</td>
<td>Which partners are needed to move towards CE?</td>
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<td>Which elements will increase and decrease?</td>
<td>Which impact can you create?</td>
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Classify and Prioritize

- **Step 5:** Classify changes into 2 groups: *Positive and negative; Difficult and Easy* to use 2x2 matrix

- **Step 6:** Select the order of priority according to the resources/strategic direction of the business
Model 2

Developing a new circular business model
Develop a circular business model from the beginning

Step 1: Draft your business model as normal – V1.0

Step 2: Analyze each component in the business model, clarify the circular factor in each aspect – V1.0

Step 3: Build your circular value chain – VC1.0

Step 4: Clarify the value chain of circular elements – VC2.0

Step 5: Adjust your circular business model after value chain analysis V2.0

Step 6: Clarify the potential risks to circularity in your value chain and business model

Step 7: Clarify the potential impact (positive and negative) for your business model
## Develop new circular business model

|----------------|-------------------|----------------------|--------------------------|---------------------|
| • Supply of input materials  
• Supply of semi-finished products  
• Providing solutions for recycling, reuse, recovery  
• Partners help you realize your value chain | Provide circular products/services | • Design/package value brought to customers when implementing circular economy  
• Any new values?  
• Is there any better value than not following the circular economy model | How to make better customer relationship without emission or waste | • Are customers interested in your pursuit of a circular economy model?  
• Are customers willing to pay more for the value of the circular product? |

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<th>6. Key Resources</th>
<th>3. Channels</th>
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| • Input for production  
• Production equipment  
• Does your circular resource contain any technology/know-how?  
• Can you maintain that advantage in the long run? | • Raise awareness  
• Help evaluate  
• Help with shopping  
• Value transmission  
• Reuse  
• Recall  
• Recycling |

|------------------|-----------|-------------------|
| • Packing  
• Recycling,  
• Recovery  
• Reuse  
• Market education | • Positive impact from the circular value chain  
• Negative impact from the circular value chain | • Revenue from products/services |
Create circular value chain from the beginning

- **Design**
  - Products and services in a circular direction

- **Production**
  - Input
  - Production process
  - Packaging

- **Distribution**

- **Consumption**
  - Main product
  - Byproduct

- **Withdrawal / Disposal**
  - Waste
  - Packaging

- **Reuse**
  - Waste
  - Packaging

- **Recycling**
  - Waste
  - Packaging
  - Emissions
Practice

Group work

- Try Circular cards mindset (tool 1)
- Draft your project's circular business model and incorporate the resulting activity and impact into your model
3. Storytelling
Why do startups need to tell stories?

“Tell me and I forget, teach me and I may remember, involve me and I learn”

Benjamin Franklin
What does a story convey?

- Build connections
- Build engagement
- Stick with the goal
- Allow each person to draw something
- Deliver risk-free testing
- Increase exchange and enrich ideas
SMART Storytelling

**S** Create stage
Set the scene where the story takes place and entice the audience to step in; Create Empathy, Build Scope

**M** Manage expectation
Every slide, every part you tell, every piece of information is creating anticipation for the next steps

**A** Answer the questions
Once you have raised/provoked questions from customers, you must find a way to answer them

**R** Repeat the process
Present information; Incorporate questions. Answer the questions; Repeat this process continuously and form a flow

**T** Take advantage
Strong, emphatic, confident ending to call for action.
Tips
Errors to avoid

1. Lack of emotions
2. Overuse of technical terms
3. Lack of human presence
4. Long and boring story
5. Lack of conflict (difficult, dramatic episodes)
6. Lack of sincerity
7. Possessiveness: make the story yours and yours only
Presentation
Wrap-up

Write down 03 things you like in today's lesson (5 minutes)
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