



OIKOS SBM

SUSTAINABLE BUSINESS MODEL

1 week working on a real challenge through a circular sprint and providing a sustainable business model tool as a result.

08.08.2022 - 14.08.2022

Join our Team!

SUSTAINABLE BUSINESS MODEL

SBM

What is SBM about?

Working towards a circular economy we need to redesign the core of every company which can be managed by transforming the business model & the core value of it. To tackle that we use the business model canvas with the areas "Key Partners", "Key Activities", "Key Resources", "Value Propositions", "Customer Relationships", "Channels", "Customer Segments" and more and integrate sustainable approaches to each of those fields.

HOW DO WE WORK?

Design Thinking

Design Thinking is an approach that aims to solve problems and develop new ideas. The aim is to find solutions that are convincing from the user's point of view on the one hand and market and product-oriented on the other.

Real Challenges

As soon as a team 3-5 people on site and /or 3-5 people online formed, we would have a challenge prepared for each group that is going to be presented & the results will be pitched on the last day.

Circular Sprint

We use "The Circular Sprint" - Design Thinking Sprint for Circular Economy Business Model Innovation, created by Prof. Tomas Santa-Maria for this whole week. (See attachment below for further information)

Result: SBM tool

After all circles & workshops of the days the final result is going to be presented to all students live via stream. This first SBM tool can then be further developed, used as inspiration, research purposes and spread afterwards to share the learnings & ideas with world.

We can use this format for the on site team as well as for the online participants to make this project hybrid possible since all exercises are in miro & online applicable!

Rough Project Overview detailed program tba

roughly 2 weeks before

Preparation and getting familiar with SBM innovation and overview of this one week and sending all of the necessary materials

Thursday August 11th

Value Exchange Mapping
work again with the Sustainable Business Model Canvas

Monday August 8th

- Short introduction to CE
- Short intro to what a SBM is and how we are going to do it, presenting the goals, maybe also video call with Tomas to shortly present Circular Economy Sprint
- Vision Co-Creation

Friday August 12th

- Assumption Mapping
- How does the tool look like

Tuesday August 9th

- Create a PESTEL template
- How to create the product sustainable
- Data Analytics (look for the cards beforehand, also intro to that)

Saturday August 13th

- Completing the last bit
- Preparing presentation :)
- Feedback of expert Tomás

Wednesday August 10th

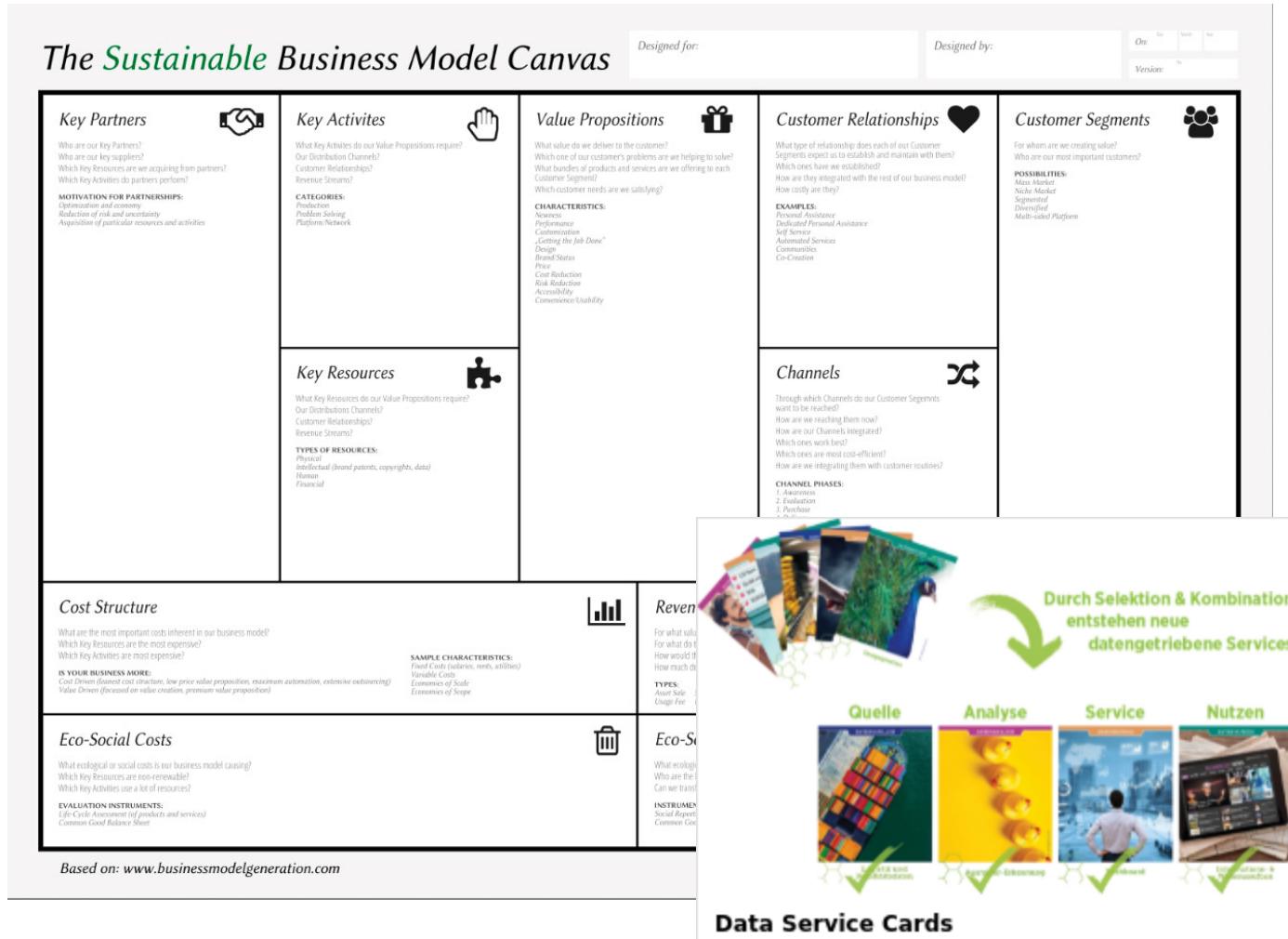
- Customer Profile Mapping
- Sustainable Business Model Canvas -
- Data Analytic

Sunday August 14th

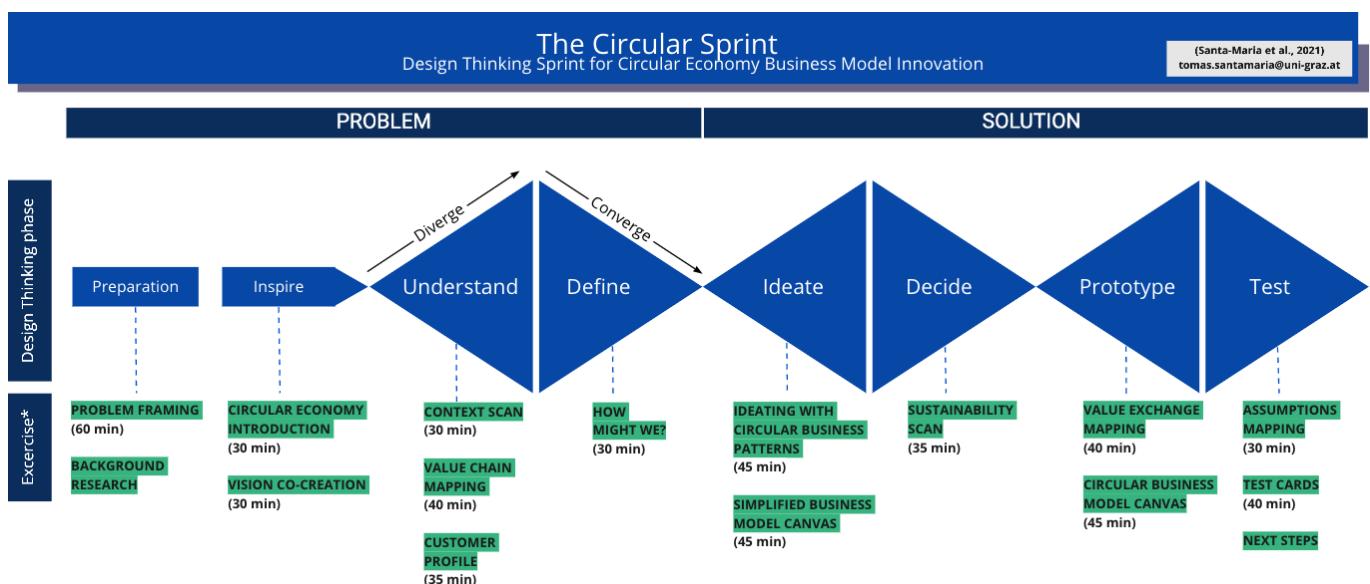
- Pitch of the end result

Attachment - What we use:

Miro link: https://miro.com/app/board/o9J_1mZG3Xg=/?share_link_id=614190025128



(Sustainable) Data Service Cards



*The Circular Sprint format will be adapted together with Prof. Tomás for those 7 days at Curriculum Camp

ARE YOU INTERESTED?

We are looking for highly motivated, curious people who would like to develop a sustainable business service card tool with us and prepare a version that then can be used for Start-Ups, SME's and large companies!

The first version will be created during the Curriculum Camp Week. Afterwards, we will form a group & apply for different grants to support further oikos SBM projects that will be in cooperation with businesses research center & universities in the future.

BENEFITS FOR YOU



Working & developing a real tool



Networking – oikos community & businesses



Opportunity for your bachelor or master thesis + support!

QUESTIONS?

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