START HERE

ACTION CARDS
Rounds 1 to 9

CURRENT SITUATION

Customers
(e.g. distributors)

Product/service
(Name the product/service
for which you want to develop
a circular business model)

(e.g. qua

*Place your
notes here.*

*Place your
notes here.*

*Pla
no

ENABLER

**a) Circular product
redesign**

**b) Digital
technologies**

?

**ROLE IN
VALUE CREATION**
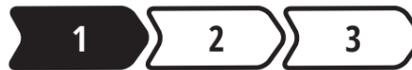
KPIs
(e.g. quarterly sales figures)

Partners
(e.g. supplier of required components or materials)

Place your notes here.

Place your notes here.

BUSINESS MODEL SUB-PATTERNS

Service level

1 2 3

Place your notes here.

**SELECTED
CIRCULAR BUSINESS
MODEL PATTERN**

ON

redesign

technologies

Place your notes here.

Place your notes here.

ROLE IN
VALUE CREATION

**SELECTED
ROLE CARD**

?

ROLE IN
VALUE CREATION

**ROLE CARDS
A to J**

PARTNERSHIPS

Place all your partners next to each other on the circle.

Our circular business m

ON

D
D

ss model

PARTNERSHIPS

Place all your partners next to each other on the circle.

Service level

1 ⟩ 2 ⟩ 3
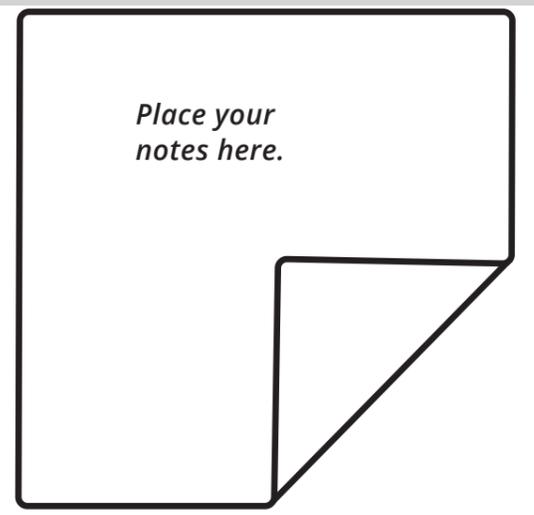
Place your notes here.

Service level

1 ⟩ 2 ⟩ 3
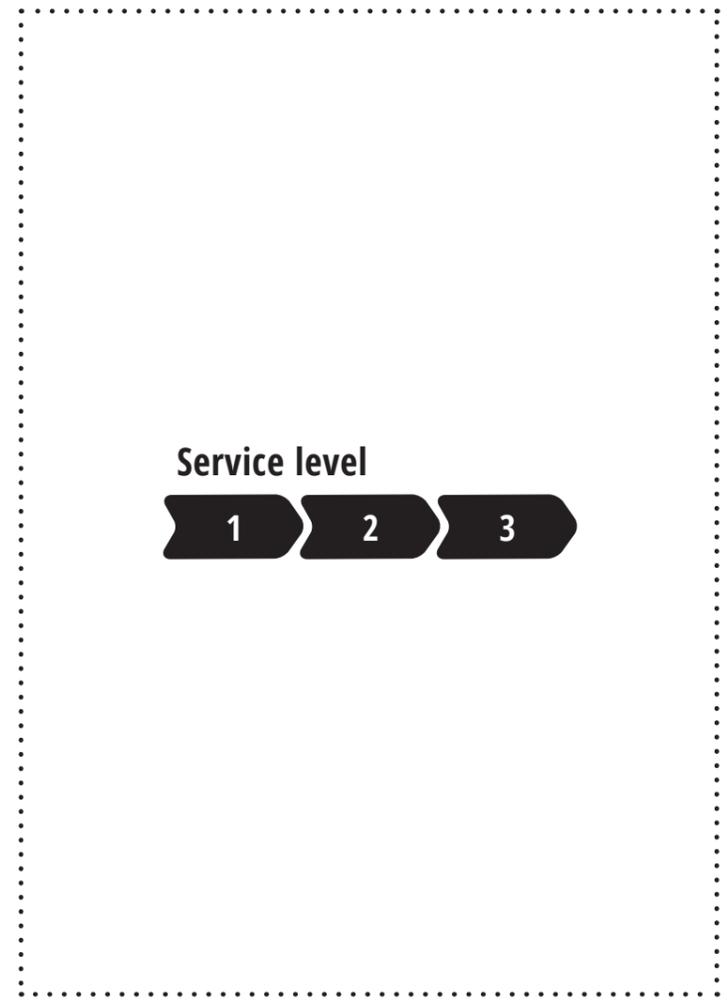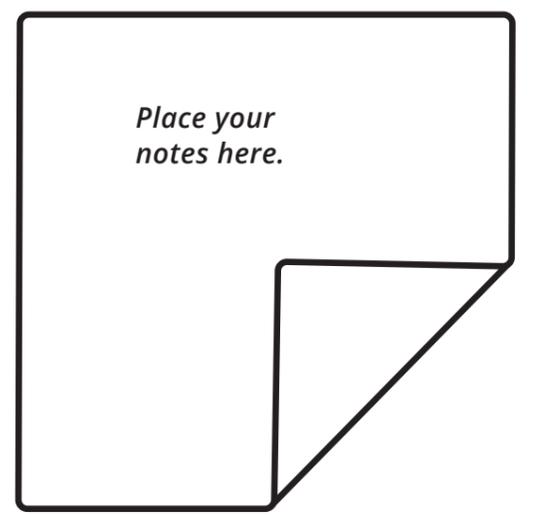
Place your notes here.

EXPERIMENTATION CANVAS

Idea	Hypothesis	Test	Measures	(Success) Monitoring
e.g. like Netflix Become a television content provider. Where necessary, outsource all activities apart from the provision of video content to partners.	**We believe that ...** e.g. customers are more willing to pay subscriptions for content than for hardware such as televisions.	**To validate this believe, we will ...** e.g. simulate the sale of three specific streaming subscriptions on our homepage and request the email address of interested parties.	**In the process, we will measure ...** e.g. the number of people who provide their email address	**We will be correct, if ...** e.g. we obtain 500 email addresses in 3 months or 50 % of all website visitors show some interest.
	We believe that ...	**To validate this believe, we will ...**	**In the process, we will measure ...**	**We will be correct, if ...**

PARTNER CANVAS

Partner
Who do we need and what role do they have?

Existing contacts
Do we already know specific contacts?

Intellectual property
What are we willing to share with our partners? (e.g. data, customers, knowledge, revenue)

Benefits for business partners
What benefits can we offer our partners? (e.g. reputation, knowledge, money, development of new skills)

Assessment
How to measure the commitment or reliability of our partners?

Consideration for us
Do we anticipate challenges due to the position or power of our partners in the supply chain?

PROJECT CHART

Name of project/measure _____

Underlying problem/opportunity

Description of project/measure

Departments involved and/or external partners

Target group or Key Performance Indicator (KPI)/Objectives and Key Results (OKR)

Risks

Opportunities

Planned/ max.* implementation period

Capital requirement

Expected Return on Investment (ROI)