

Idea Challenge B1

I can develop an idea and a model how to
implement it.

Core Entrepreneurial Education



**Entrepreneurial Design –
a sustainable business model**



Co-funded by the
Erasmus+ Programme
of the European Union



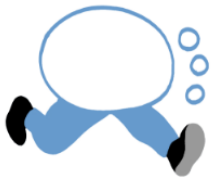
Federal Ministry
Education, Science
and Research



KIRCHLICHE
PADAGOGISCHE
HOCHSCHULE
WIEN/KREMS



Sustainable Business Model



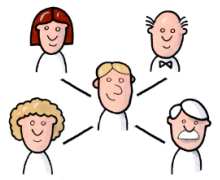
Value Proposal

What value does it have
...for the founder?
...for the customers?

Value Chain Structure



How does the company provide the value?
How and who provides the service?
How does the service reach the customers?
(Keyword: Sales)



Profitability Model

How is it possible to make
profit with the chosen
implementation plan?

Social and Ecological Sensitivity



What social and ecological
responsibility does the
business take?

Case Study: *Innocent* – Using the Canvas



Source innocent Alps GmbH



Value Proposal

Healthy nutrition
easily achieved

100 %
natural
juice

Fair and
sustainable
management

Create something
of your own and
solve a problem

10 % of the profit
for charitable
organisations



Value chain structure



Profitability model

Social, ecological and
leadership –
sensitivity





Value Proposal

Healthy Nutrition
easily achieved

100 %
natural
juice

Fair and
sustainable
management

Create something
of your own and
solve a problem

10 % of the profit
to charitable
organisations



Profitability Model

Value Chain Structure



Fruit is purchased
from an organic
farmer.

The smoothies
are produced
in house.

Sales stand
at a festival.

Purchasing of
fruit directly from
the farmer with
a quality
assurance
system.

Processing
fruit juice is
outsourced

Bottling and
packaging

Customer
communication
through
advertising

Website
design
outsourced

Shipping
outsourced

Accounting
outsourced

Storage
outsourced

Sales
outsourced

Social, Ecological
and Leadership –
Sensitivity





Profitability model

Smoothies
will be sold
to customers

The target
group is big
enough and has a
need.

Social, ecological
and leadership –
sensitivity



Social, Ecological and Leadership Sensitivity



100 % natural
beverages



Ingredients with
fair labour



Eco-Friendly



Sustainable
packaging



Profit
sharing

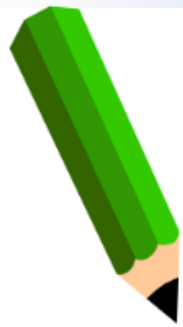


Caritas
& You

Sustainable
processing



Create your own Sustainable Business Model



Draw your Sustainable Business Model on a flip chart.

Use adhesive labels.

Describe the modules of your Sustainable Business Model.





Value Proposal



Value Chain Structure



Profitability Model

Social and Ecological Sensitivity



