

# Plan your green growth business today!

*An activity for your business!*

## ABOUT THIS ACTIVITY

This activity is designed to guide you, ASEAN MSMEs in the green sector, through the process of creating a comprehensive business plan. Using the Business Model Canvas as a framework, this activity will help you visualize your business model, understand your value proposition, and identify key areas of focus.

## OBJECTIVES

The objective of this activity is to empower you to create a strategic business plan that aligns with your green business goals. By the end of this activity, you should clearly understand your business model, your target market, your value proposition, and your strategies for growth and sustainability.

## HOW TO DO THIS ACTIVITY

### Understanding key partners

1 Start by identifying the partners that your business needs to leverage to create and deliver its value proposition. These could be suppliers, manufacturers, distributors, or even other businesses that complement your own.

### Determining key activities

2 Determine the most important activities that your business must perform to create and deliver its value proposition. These could include product development, marketing, sales, or customer service.

### Identifying key resources

3 Identify the resources that your business needs to create and deliver its value proposition. These could be physical resources (like equipment or facilities), intellectual resources (like patents or expertise), or financial resources.

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## HOW TO DO THIS ACTIVITY



### **Creating value propositions**

4

Determine what value you deliver to the customer. This includes newness, performance, customization, “getting the job done,” design, brand/status, price, cost reduction, risk reduction, accessibility, and convenience/usability.

### **Establishing customer relationships**

5

Define the type of relationship each of your customer segments expects you to establish and maintain with them. This could be personal assistance, dedicated personal assistance, self-service, automated services, communities, or co-creation.

### **Determining channel strategy**

6

Decide through which channels your customer segments want to be reached. This could be through direct channels, indirect channels, or a mix of both.

### **Determining customer segments**

7

Identify who you are creating value for. This could be a mass market, niche market, segmented, diversified, or multi-sided platform.

### **Structuring costs**

8

Determine the most important costs inherent in your business model. This could be cost-driven or value-driven.

### **Generating revenue streams**

9

Identify what your customers are willing to pay. This could be asset sales, usage fees, subscription fees, lending/renting/leasing, licensing, brokerage fees, or advertising.










Great job on planning your green business! The next step is to attract impact investment, which we will explore in the next activity.

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## STEP 1. BUILD YOUR BUSINESS PLAN USING BUSINESS PLAN CANVAS TEMPLATE



 <b>CUSTOMER SEGMENTS</b>	 <b>REVENUE STREAM</b>	<b>DATE:</b> _____ <b>VERSION:</b> _____
 <b>CUSTOMER RELATIONSHIP</b>	 <b>CHANNELS</b>	
 <b>VALUE PROPOSITIONS</b>	 <b>COST STRUCTURE</b>	<b>DESIGNED FOR:</b> _____
 <b>KEY ACTIVITIES</b>	 <b>KEY RESOURCES</b>	
 <b>KEY PARTNERS</b>		