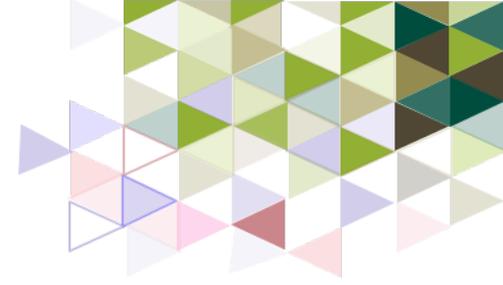
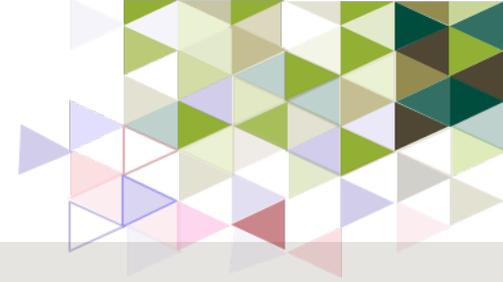




**Eberswalde University
for Sustainable
Development**

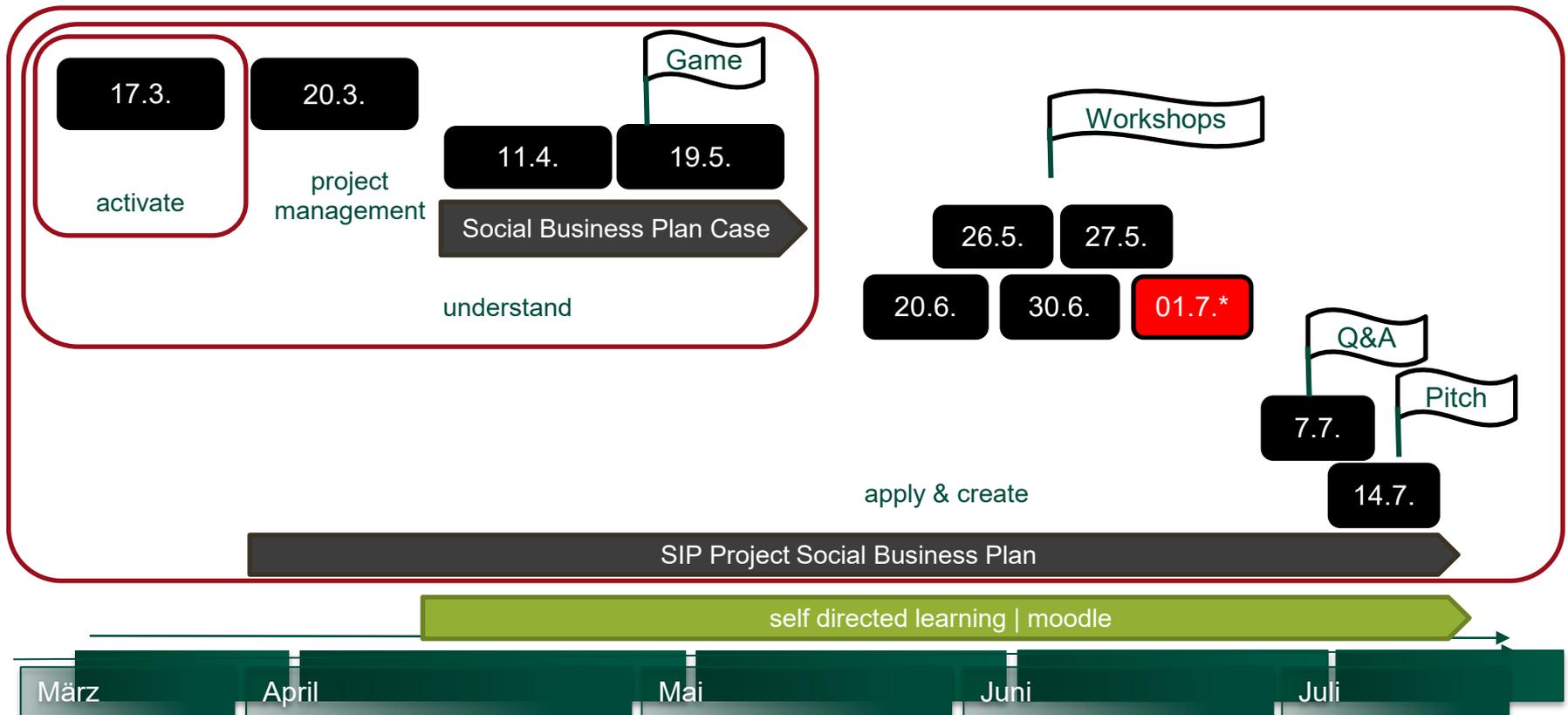


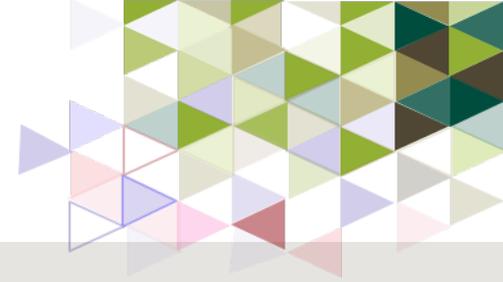
SIP 4: SUSTAINABLE BUSINESS PLAN



6. Schedule

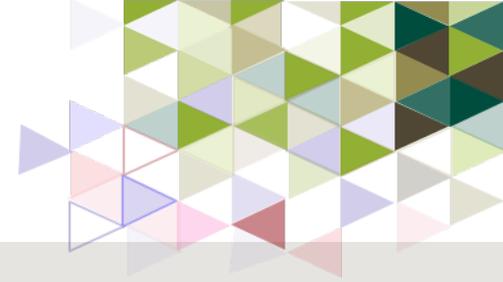
* 1.7.new in SWP instead of 27.6.





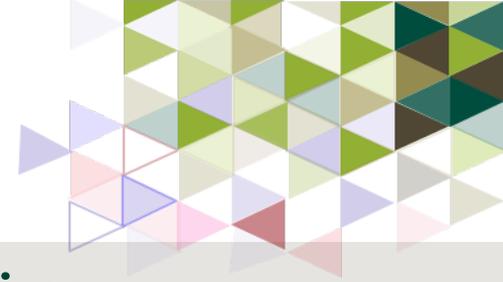
Workshops resemble business plan chapters

1. 26/05: Social Impact Measurement (ex Phineo)
2. 27/05: Business model (Génica Schäfgen / Ecosia)
3. 20/06: Marketing (Marc Tort Bielefeld / Spatz in der Hand)
4. 30/06: Legal Form / Organisation (Nancy Frehse/ Oktopulli)
5. 01/07: Finance (GLS Bank)



Some hints

- **Vision / mission:** Seems outdated due to misleading greenwashing by corporations // be precise and to the point but inspiring at the same time // no redundancy // clearly focus on core values // be realistic
- **What's your market?:** Targeting an existing market segment and making it explicit: 1. Get numbers. 2. not every startup creates a new market
- **Business model** usually means revenue model – how do you make money?
- **IF – THEN Logic:** if coffee is fairly traded and/or fair salaries are paid, and people with disabilities are included, it will be **more expensive** – who is willing to pay for this? How do you make more money? Are students a realistic target group?
- **Target group:** It's usually not enough to address socially conscious people – you have to target regular people as well



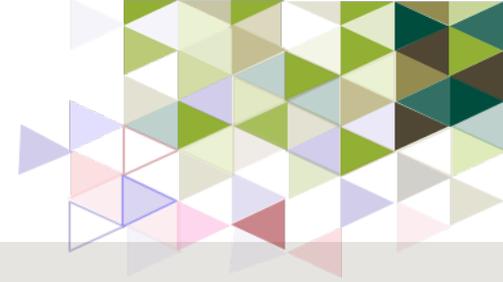
Vision Statement: Inspire and explain at the same time

Concept-based vision statements:

- **BBC:** “To be the most creative organization in the world”
- **Disney:** “To make people happy.”
- **Google:** “To provide access to the world’s information in one click”
- **Oxfam:** “A just world without poverty”
- **Instagram:** “Capture and share the world’s moments”

Quality-based vision statements:

- **Amazon:** “Our vision is to be earth’s most customer-centric company, where customers can find and discover anything they might want to buy online.”
- **Ben & Jerry’s:** “Making the best ice cream in the nicest possible way”
- **IBM:** “To be the world’s **most successful** and **important** information technology company. Successful in helping our customers apply technology to solve their problems. Successful in introducing this extraordinary technology to new customers. Important because we will continue to be the basic resource of much of what is invested in this industry.”



The Golden Circle

The Golden Circle

WHAT

Every organization on the planet knows WHAT they do. These are the products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.

