

## PERSONAL AND BUSINESS ESSENTIAL DATA

*These data should be collected through the registration form of the Online Platform (The Switchers Toolbox)*

First Name

Last Name

Country of residence

Sex (M/F)

Phone

Date of birth

Business Stage

Sector of activity

Name of the project

Brief description of the project

E-mail

Username/Password

## DESCRIPTION THE SUSTAINABLE BUSINESS MODEL

*These data can be collected through the Online Tool for Sustainable Business Model Development or via an online form.*

1) Objectives

*Describe the objectives of your sustainable business. Maximum text length: 450 characters*

2) Mission

*Synthesize the objectives of your sustainable business into an all-encompassing yet simple and elegant sentence. Maximum text length: 250 characters.*



## STAND Up!

### 3) Vision

*Envision your accomplishments in the medium-long term. What would you like to reach? Maximum text length: 250 characters.*

### 4) Value Proposition

*What value does the project offer to customers and stakeholders? What performance are you providing? What need are you satisfying? Maximum text length: 450 characters.*

### 5) Customers

*Who are your potential customers (pay a certain price for the value they receive)? Describe them and segment them in separate categories if they differ substantially. Maximum text length: 450 characters..*

### 6) Key stakeholders

*Who are the main actors that are going to affect the project or can be affected by it? For example, team (founders and employees), partners, providers, media, local community, etc. Maximum text length: 450 characters.*

### 7) Customer relationships and channels

*How will you attract and engage your potential customers, seeking to achieve sales, but also to get feedback, spread the word, etc.? Which channels will be most suitable for so doing? Maximum text length: 450 characters.*

### 8) Key activities and resources

*What activities will you put in place to materialize the value proposition (products or services)? What resources (physical, human, financial ...) will those require? Maximum text length: 450 characters.*

### 9) Cost structure

*What are the costs to set up and run your business? Check all you need and determine how much it will cost or estimate roughly. Maximum text length: 450 characters.*



## STAND Up!

### 10) Revenue streams

*How much are your customers willing to pay? What is the pricing mechanism? How big is your market? In which ways are you generating money? Maximum text length: 450 characters.*

#### ENVIRONMENTAL VALUE OF THE BUSINESS

*These data can be collected through the Online Tool for Sustainable Business Model Development or via an online form.*

11) Does the project generate added environmental value (e.g. solving environmental challenges)? Does it apply eco-design principles? Please justify your answer. Maximum text length: 800 characters.

#### SOCIAL VALUE OF THE BUSINESS

*These data can be collected through the Online Tool for Sustainable Business Model Development or via an online form.*

12) Does the project generate added social value? Does it have the potential to create jobs? Can the model be scaled and/or replicated in other areas? Maximum text length: 800 characters.

#### ECONOMIC FEASIBILITY OF THE BUSINESS

*These data can be collected through the Online Tool for Sustainable Business Model Development or via an online form.*

13) Is the balance between costs and revenues adequate? Does the project show a potentially good market acceptance? Explain your business model. Please justify your answer. Maximum text length: 800 characters.

#### NOVELTY OF THE IDEA

*These data can be collected through the Online Tool for Sustainable Business Model Development or via an online form.*



## STAND Up!

14) Does the sustainable business offer a unique value proposition? Does it bring new added value, compared to the competitors in the market? Please justify your answer. Maximum text length: 800 characters.