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Circular Business Model Sprint

Circular BM Sprint answers these questions for your business:

1. How can we ensure sustainability in our value chain? Where should we focus on, and who needs to be involved?
2. How can we leverage sustainability as a driver for innovation in our products, services, and processes?
3. How can sustainability drive value for our business? What could a viable Business Model look like?

What is a Circular BM Sprint?

The Circular Business Model Sprint is a structured approach to discovering circular economy opportunities that help your business thrive in the future.

In the workshops, the group identifies inefficiencies and opportunities in the value chain, leading to circular business possibilities.

Agenda

Workshop 1

Align

Goal & Fokus

Creating a shared understanding of the desired outcomes and the focus area.

Workshop 2

Discover

Opportunities

Mapping the value chain and getting an understanding of the customer jobs.

Workshop 3

Ideate

Circular Ideas

Ideate with Circular Patterns and create the first version of Business Models.

Workshop 4

Design

Business Models

Selection of the best Business Models and improving and detailing them.

Workshop 5

Test

Prototypes

Define the main assumptions that need to be true and define experiments to test them.

Week 1 of 2

Discovery Week | Align + Understand

Involves you
and/or your team

MON

Internal Kick-off

Decider-Interview
ca. 60min, remotely

TUE

Interviews & Technical check
1:1 with each workshop participant, max. 30 Minutes, remotely

WED

Workshop Set-up
preparing the Alignment WS, creating artifacts for Handover

Alignment Workshop
ca. 3h, remotely

THU

Gathering Insights
your team is doing some background research.

FRI

Workshop Set-up
preparing the WS, creating artifacts for Handover

Circular Discovery Workshop
ca. 3h, remotely with the team

Week 2 of 2

Design-Week | Design + Test

Involves you
and/or your team

MON

Workshop Set-up
preparing the next workshop, creating artifacts for Handover

Ideation-Workshop
ca. 3h, remotely with team

TUE

Evaluation
ca. 1 h , individual Evaluation of the Business Model Canvases

WED

Workshop Set-up
preparing the next workshop, creating artifacts for Handover

Design-Workshop
ca. 2h, remotely with the team

THU

Workshop Set-up
preparing the next WS, creating artifacts for Handover

Test - Workshop
ca. 2h, remotely with the team

FRI

Finalizing the Handover Documentation

Handover-Call
ca. 30min, remotely with the decider

Clarify. Decide. Act. Thrive.

In the Circular Business Model Sprint, the group aligns on the desired outcomes and the problem to look at.

Together, we uncover the opportunities in the value chain, create ideas, design Circular Business Models, and prepare them for market evaluation.

It replaces wild thoughts with clarity and tangible action.

Circular Business Model Results

Tangible outcomes you get from the Circular BM Sprint



Alignment on
your **goals** and
focus area.



Value Assessment
of **relevant**
Opportunities



testable **Circular**
Business Models
to go forward



Clear
documentation of
workshop results



Shareable
Executive
Summary

At the end of your Circular Business Model Sprint, the following steps become much easier. My clients use the results to test the Business Models and iterate them.

Get in touch with me

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