

The Planet-Friendly Pitch Canvas

Designed by:

Version:

Concept Outline

Describe your planet-friendly business concept in super-simple terms.



How it Works

What will your business sell or do that will create value for its customers and other stakeholders?



Who Benefits

Who will be the customer that buys from your business? Who exactly will benefit from what you sell to them?



Why it Matters

Why is your concept so important to bring into the world?



Path to Customers

How will customers discover and gain access to the products or services your business will provide?



How it Makes Money

How will your concept generate revenue? What big costs might you incur as you run your business? Are these two elements in balance?



My Revenue

My Costs

System Impacts

How will your concept affect your workers, your community and the environment? What changes do you predict? What will be the costs and benefits to them?



My Workers

My Community

The Environment

Positive Impact

What things will you measure to help you understand how much positive impact your business is making?



Purposeful Partners

Which people, organisations and businesses will you partner with to increase the impact of your business?



Circularity

How will your business minimise waste and reuse resources as much as possible?



Big Blockers

What are the most significant challenges your business will face? How will you overcome them?

