

Trigger Questions - 1/5

Planet-Friendly Pitch Canvas

These trigger questions are designed to help you explore your own Planet-Friendly Pitch. Cici, our AI canvas coach is ready to help you on each of these questions over at itza.io/futurefellows if you'd like a little encouragement. Remember asking bold, beautiful questions is one of the most powerful skills an ecopreneur can master - so make sure you add in your own questions as you go!



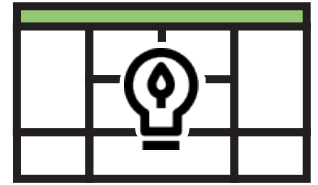
How it Works

- 1) What are the main activities or tasks that need to happen every day in your business?
- 2) Can you break down how your product or service is created from start to finish? This could include sourcing materials, production, delivery, and after-sales support.
- 3) Are there any activities that seem too complex or difficult to manage regularly? If so, how can you simplify or modify these to make them more manageable?



Who Benefits

- 1) Who are the direct beneficiaries of your business? Consider customers, employees, local communities, and any other groups that will experience immediate positive effects from your operations.
- 2) How will the beneficiaries you've identified experience a positive impact? Describe the changes or improvements they might see in their lives or surroundings.
- 3) In the future, how could the good things your business does add up to make big changes? Think about how it might help fix the environment over a long time, change the way people act or think about being green.



Trigger Questions - 2/5

The Planet-Friendly Pitch Canvas



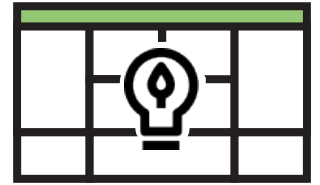
Why it Matters

- 1) What long-term positive impacts on the planet do you envision your business having? Consider how it might help with issues like climate change, pollution, or biodiversity loss.
- 2) How will your business make life better for people? This could be through creating jobs, improving health, or enhancing the quality of life in some way.
- 3) How could your business serve as an example or inspiration for others? Consider how it might encourage more eco-friendly practices in your industry or among consumers.
- 4) What makes your business idea new or different from what's already out there? Think about the unique approaches or technologies you're using.



Path to Customers

- 1) What is the main message you want to communicate to your potential customers about your eco-friendly business? Think about what makes your product or service special.
- 2) Who is your target audience, and what are the best ways to reach them? Consider their habits, preferences, and where they spend their time, both online and offline.
- 3) What different ways can you use to get the word out about your business? Think about online methods and offline methods (like community events, flyers and word of mouth).
- 4) How can you make sure that you're not relying too much on one channel? Consider the risks of each channel and how you can spread those risks by using multiple channels.



Trigger Questions - 3/5

The Planet-Friendly Pitch Canvas



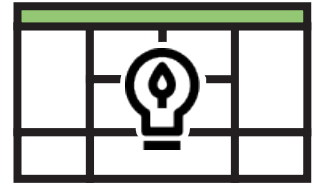
How it Makes Money

- 1) What are the main expenses your business will face? Consider both one-time startup costs (like equipment and initial inventory) and ongoing operational costs (like rent, utilities, salaries, and supplies).
- 2) Are there any costs you can reduce or avoid by adopting innovative or alternative approaches, such as using renewable energy sources or recycling materials?
- 3) How will your business earn money? Describe the different ways, whether it's selling products, offering services, or other methods.



Systems Impacts

- 1) How will your business contribute to the professional growth and skill development of your workers?
- 2) How will your business model directly improve the quality of life for your employees (and their families)?
- 3) How does your business encourage your community to be more eco-friendly?
- 4) How will your business affect your local community?
- 5) What environmental problems does your business want to solve?
- 6) As your business grows, how will you increase the benefits?



Trigger Questions - 4/5

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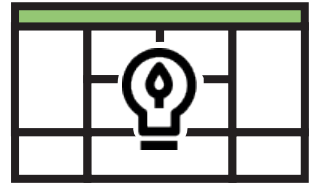
Positive Impact

- 1) How does your business help reduce harm to the planet? For example, does it replace something more harmful, or does it help people do things in a more eco-friendly way?
- 2) How can you calculate the total positive impact of your business, like the amount of waste reduced or the quantity of water saved?
- 3) What specific eco-friendly targets do you want your business to achieve in the first year? For example, increasing the amount of carbon saved or reducing the use of non-recyclable materials.



Purposeful Partners

- 1) What types of partners are essential for your eco-friendly business to succeed? Think about suppliers, distributors, technology providers, or environmental organizations.
- 2) Are there local or community organizations that align with your mission and could enhance your impact on the community and environment?
- 3) How do these partnerships help your business grow or reach new markets? Consider how partners might offer access to new customer bases or expand your product/service offerings.
- 4) What long-term benefits can these partnerships bring to your business? Think about ways they could help improve innovation, efficiency, or sustainability in the longer term.



Trigger Questions - 5/5

The Planet-Friendly Pitch Canvas



Circularity

- 1) What steps can your business take to produce less waste from the start? Think about how you can change your processes or materials.
- 2) How can you minimize waste not just in your products, but in your everyday work?
- 3) Can you think of any parts of your product that could be designed to have a second life, either in their current form or by being recycled?
- 4) How can you encourage or make it easy for customers to return used products for refurbishing or recycling?



Big Blockers

- 1) What are the biggest hurdles you expect to face in making your business as green as possible? Consider things like costs, sourcing materials, or changing customer behaviors.
- 2) What are the limitations that could make it difficult for your business to achieve its goals?
- 3) For each challenge you've identified, can you think of at least one way to address or mitigate it? For example, if cost is an issue, could you explore alternative funding methods or more cost-effective sustainable materials?