



Turn ideas into revenue with

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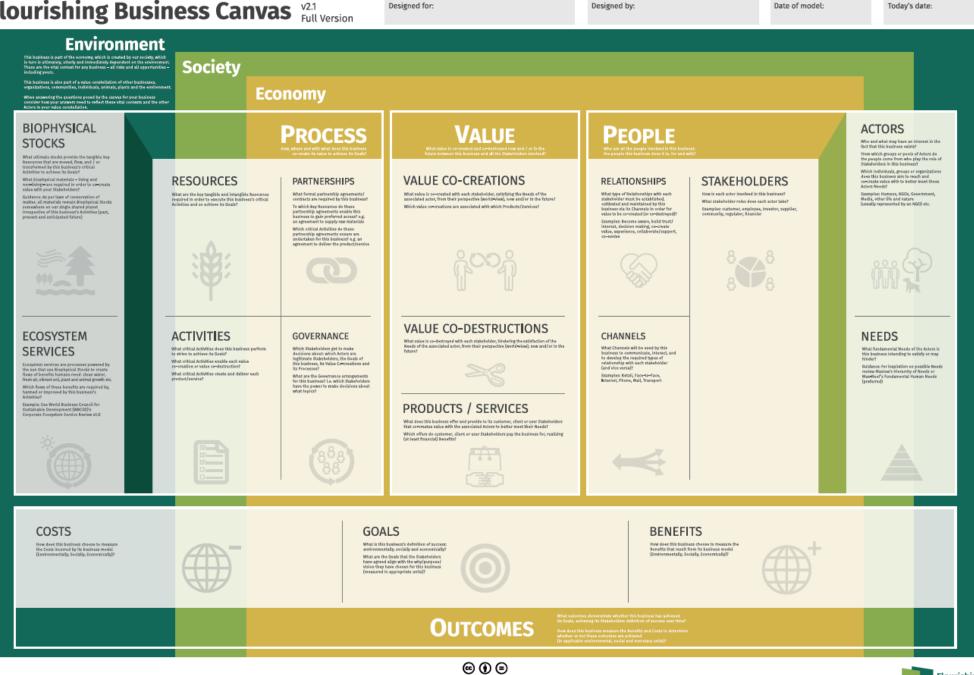


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#### Flourishing Business Canvas V2.1 Full Version

Designed for:



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## **BIOPHYSICAL STOCKS**

- Biophysical Stocks are all materials beneath, on, or above the Earth's crust )to the edge of the atmosphere), and can be inanimate or living.
- Biophysical Stocks include all raw materials, all partly or finished goods (at any stage of their life-cycle from new to end-of-life), all chemicals, all waste, all animals (including humans) and all plants.

## **BIOPHYSICAL STOCKS**

- Which biophysical materials living and non-living does your enterprise require in order to co-create value with your Stakeholders and reach your enterprise goals?
- All Biophysical stocks are limited in a given place, for example, fresh water, is not universally available in all places, how will you determine what is your enterprise's "fair share"? What Actors will need to be involved in this determination?

# **VALUE CO-DESTRUCTIONS**

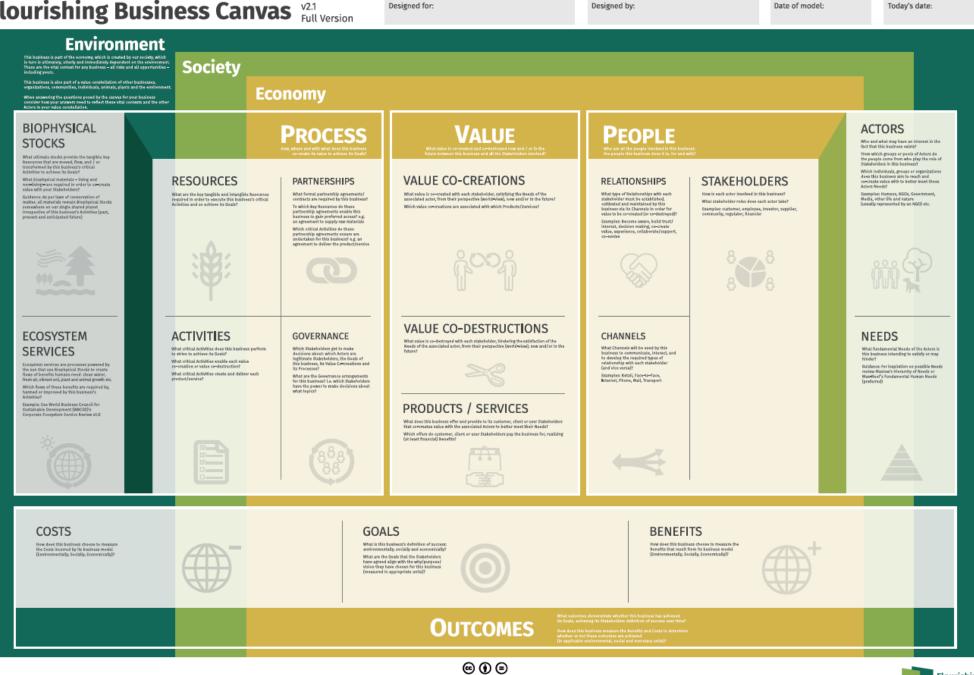
• All value (positive and negative) arises in relationship. Value is co-destroyed (negative value is created) when an enterprise makes it harder for an actor to meet one or more of their Needs.

# **VALUE CO-DESTRUCTIONS**

- What value is co-destroyed for each stakeholder, hindering the satisfaction of the Needs of the associated Actor, from their perspective (world-view), now and/or in the future?
- What value co-destruction are the result of some aspect of your Products/Services?

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### COSTS

• Costs are driven by other drivers in your canvas. For example, the number of employees you need is determined by the number of Actors you need to convert into customer stakeholders to meet your financial goals in a given time period.

### COSTS

- How does your enterprise choose to measure the Costs incurred by operationalising its business model?
- How does this business account for Social and Environmental costs that may not be monetized? How are non-monetized costs measured?

### BENEFITS

• Benefits are driven by other drivers in your canvas. For example, to determine your revenue, you will need to know how many customer stakeholders will have to purchase your offering in a given time period.

### BENEFITS

- How does this business chose to measure the Benefits that result from its business model?
- How does this business account for Social and Environmental benefits that may not be monetized? How are non-monetized benefits measured?