

Organization and business idea

ECONGOOD BUSINESS CANVAS




Purpose and vision




Key needs and problems





Value proposition and value creation – benefit, added value and impact for stakeholders



Global community and nature

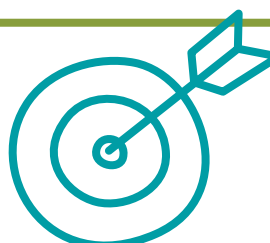
Customers and other organizations

Employees

Owners and financial partners

Suppliers

Focus activities



Expenditure
= income for stakeholders



Impact measurement



Income / financing
= expenditure for stakeholders



Contribution to the common good (summary)



