

Brain Teasers

Print Version

Shifting towards a circular economy is challenging. Circular design often comes with higher investments (e.g. for reverse logistics or using snapfittings instead of glue) which makes it essential to start at the value proposition. How can we add value that customers are willing to pay for?

The business model forms a key aspect as well as it explains how the value proposition is brought to the market in a circular way. What are advantages for partners? How can we enlarge our positive impact?

This card decks asks you questions to boost creativity. Be inspired by the companies who already implemented it.

How to print?

Please keep in mind that this document is designed to be printed, not for online use. Print this document on A4 paper two-sided. For optimal use we recommend 300gr.



Value Proposition



Positive Impact



Experience



Collaboration



Revenue Structure

Can you add a VIP feeling to reward loyal customers?

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Can you lock-in customers to keep making use of your product or service?

inno**b**oost

Can users pay for more privacy?

inno**b**oost

Can you add a surprise element?

inno**b**oost

Can you let your user give something valuable to another to feel like a hero?

inno**b**oost

Can you turn your offer into an ideal that others are willing to pay for to see it happen?

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Can you add limited editions?

inno**b**oost

Can you add upgrades to unlock other functionalities?

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Can you be a missing link to match people?

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With a LinkedIn Premium account, you can browse in private mode and still see who viewed your profile in the last 90 days.



Dropbox hosted the SpaceRace in which Students could win 25GB for two years

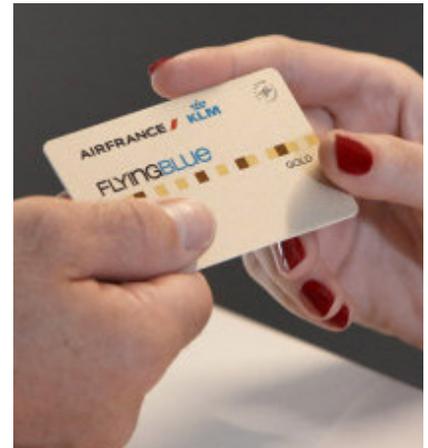


Points = space!

Points earned convert to space (up to 25 GB) for everyone at your school for two years!

After two years, students could purchase additional space or clean up their folder

Flyingblue rewards loyal customers by giving them a special treatment



Waka Waka aims to improve lives by giving everyone access to light #sharethesun



Unox called 'Nieuwjaarsduik' participants hero's and donated 1 euro per participant to 'Voedselbank'



'Surprise me' is a travel agency that keeps the destination a surprise



Granny's finest invites people who loves knitting to clubs for a fun activity



Tesla wants to offer the same car and sell a software upgrade that expands the range of electric cars instead



Nike introduces limited editions which are sold out in a few minutes



Can you engage people by donating a product of your company to charity?

innoboost

Can you engage people by donating a percentage of your revenue to a charity?

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Can you use waste-streams of your products to create more value?

innoboost

Can waste-products of other fields be valuable in your offering?

innoboost

Can you use your unique capabilities to educate others, thereby creating long lasting impact?

innoboost

Can you use your product for multiple purposes?

innoboost

Can you use excessive capacity?

innoboost

How would nature take care of the problem you are trying to solve?

innoboost

Can you provide work to people that otherwise would be unemployed?

innoboost

British Sugar uses waste streams from sugar production to make products



such as animal feeds, chemicals for the cosmetics industry, specialty tomatoes

Patagonia donates 1% of their sales to a good cause



With each purchase, TOMS donates a pair to a child in need



Coca-cola developed accessories that facilitate reuse of the bottle



Virgin launched a non-profit Entrepreneurship centre in South Africa



RotterZwam grows mushrooms on coffee waste



Innocent & elderly knit hats. 0,20 cent is donated to fight loneliness of elderly



Inspired by forest, Interface uses the randomness to hide new tiles amongst older ones



FLOW2 allows B2B to share equipment, services and personnel.



Can you make the intangible more tangible?

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Can you create a cliff-hanger?

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Can you come up with an analogy for the feeling you want to ignite?

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Can you invite your customer to take action?

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Can you make the customer feel needed and assign a role?

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Can you make it personal and let the customer tell about herself?

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How can you let your customer share the experience with a loved-one?

inno**b**oost

How can you confirm to your customer that you are listening?

inno**b**oost

Can you make the customer feel like he is participating in something bigger than himself?

inno**b**oost

When by-passers pushed the button, TNT (tv channel) created a movie scene in front of them



CoolBlue sends customers a movieclip before the order arrives



Ecosia is a search engine donates 80% of their ad search revenue to plant trees

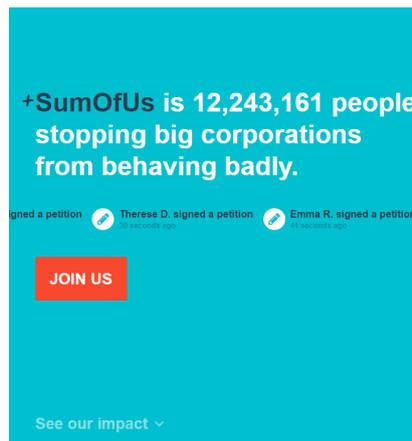


A tree-counter let's you know how many trees you and the movement have planted

Via Twitter, Airbnb asked users to submit Vines (6 sec videos) to make a new ad



+SymOfUs emphasizes that without your support they cannot make it



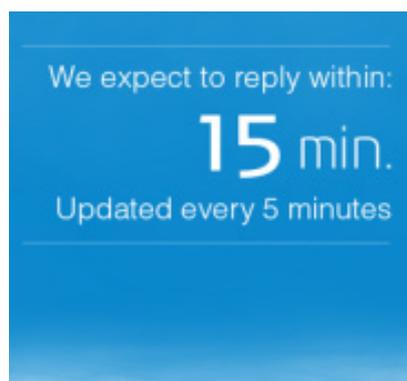
You can only play the Funky Phone arcade game, if you hand in an old-phone



Dopper allows customers to 'be the messenger' to fight single-use plastic



KLM updates their cover page on facebook each 5 minutes to let people know how long they should wait for a reply



Tony Chocolonely gave the same 'Paas m door' experience to a person that was selected by the winner



Which organisations would be interested in the data you collect?

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Is your offering related to other products and services?

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Can you refer your customers to a partner with the same target group?

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Are certain organisations interested in your business network?

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Who faces the same challenge?

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Does someone benefit from implementing your solution and join investments?

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Can you give exposure to partners with the same targetgroup?

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Which partners would benefit from your knowledge and unique skills?

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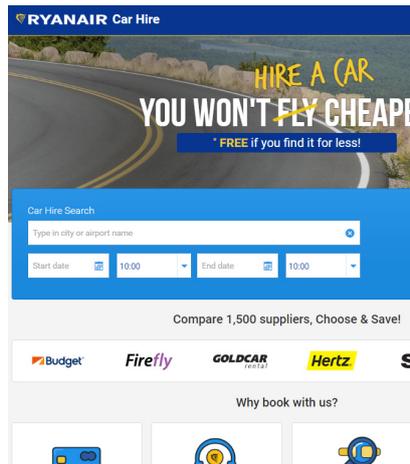
Which organisation would want to lift on your specific brand image?

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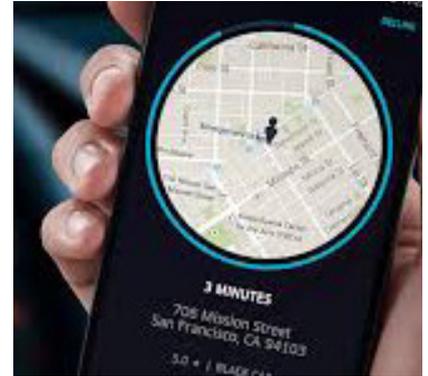
Praxis agreed to be a pick-up point for Peerby, because borrowing a drill means you need more DIY products



After booking a flight Ryanair refers customers to certain car-rental companies



Scientist and governments can use the data of Uber to know more about traffic flows, traveling time etc.



Construction consortium Eiffage build and pre-financed the Milau Viaduct for the French government. For 78 years Eiffage will receive toll revenues.



Evides Waterbedrijf, Havensteder (social housing) & the municipality of Rotterdam research how they can make neighborhoods more rain-sensitive



The CE100 let's their business network share experiences in the shift towards a circular economy



H&M cooperates with M.I.A. who is known to rap about world problems to make recycling cool



Consultancies cooperate with universities to combine practical experience with academic research



Mud Jeans did a campaign with Lemonaid+ who share the same target group of people who want to do good



Pay-per-use

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Pay for performance

innobo**ost**

Pay for access

innobo**ost**

Pay for consumables

innobo**ost**

**Shared and self-
supported funding**

innobo**ost**

**Pay for
long-lasting quality**

innobo**ost**

**Create attachment
through a contract**

innobo**ost**

**Pay for guidance
and expertise**

innobo**ost**

**Free for user,
let others pay**

innobo**ost**

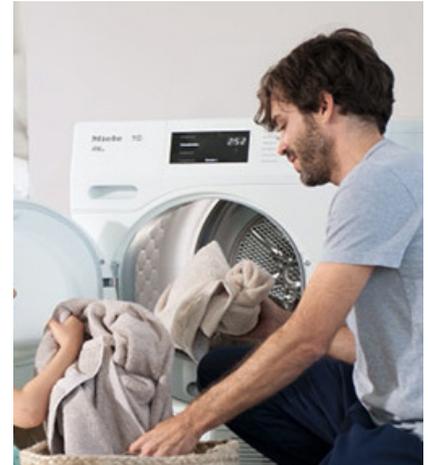
For 7,50/month you lease Jeans and return them to Mud Jeans for recycling.



Instead of paying for lamps, Philips circular lighting let's you pay-per-lux



Instead of paying for the washing machine, Bundles let's you pay per wash



Vitsoe designs high-quality time-less furniture that last



'Vegatarische Slager' sold all of their bonds with a rate of return of 5% within 3 weeks



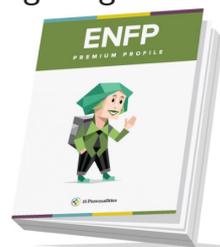
The coffee machine is less expensive, but Nespresso let's you pay for the cups



Metro is a free-newspaper that funds itself with advertisements



16personalities offers free tests to describe who you are. Want to improve yourself? Pay for a premium profile that gives guidance



Get our 174-page Campaigner (ENFP, -A/-T) profile which you can download immediately after purchase.

[GET MY PROFILE - \\$32.99 >](#)

Café's get free installations if they sign a contract to purchase beer from one specific brand only

