

# start CIRCLES

SUSTAINABLE BUSINESS MODEL CANVAS WORKSHOP-

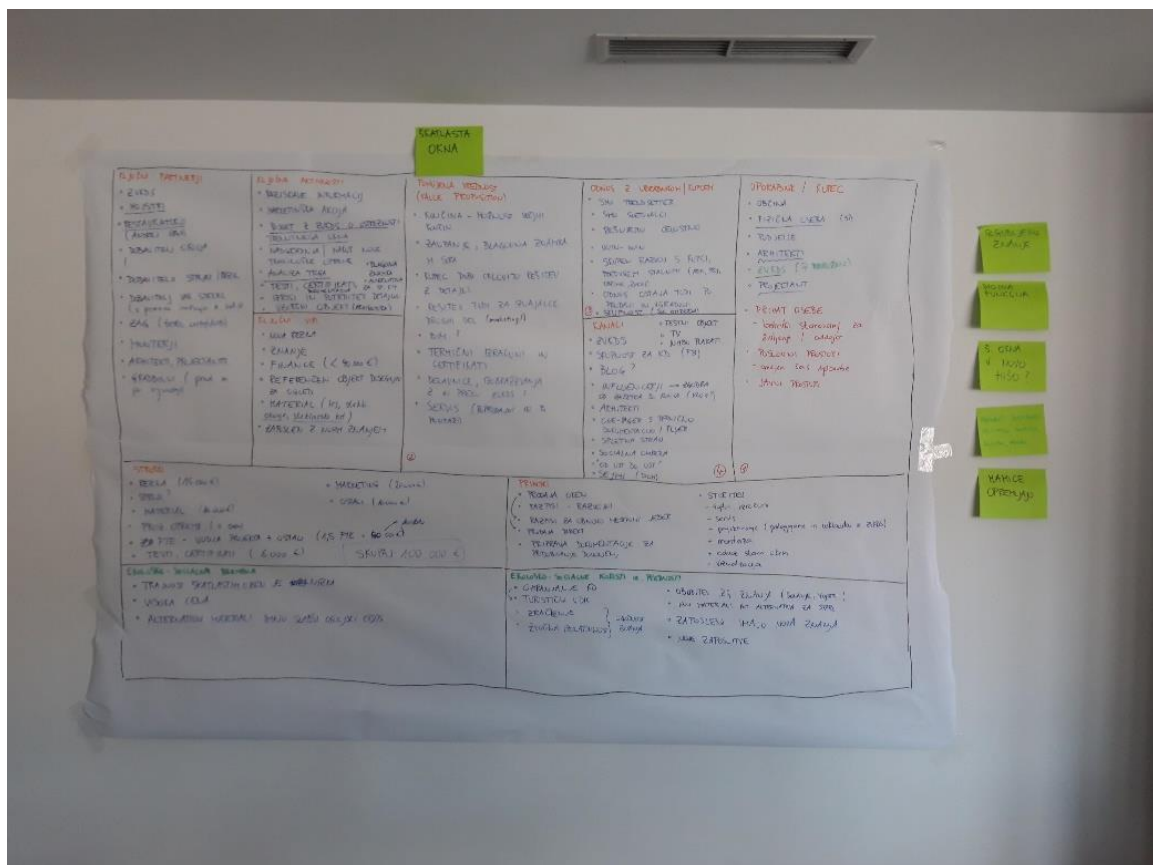
M Sora

## CONTEXT

M Sora is Slovenian developer and producer of wooden windows with strong focus to innovation, tradition and sustainability. In this project we were developing new business model for specific type of wooden windows upgraded with sustainability part to include social and environment aspects.

The workshop executed at 30. 11. 2021 with representative of M Sora company (CEO, head of technology and development, head of production, head of sales, technologists, sales person and R&D staff) was dedicated to the development of sustainable business model canvas based on the so called wooden boxed windows.

## THE CANVAS & SHORT EXPLANATION OF KEY OUTCOME



In the scope of the workshop we initially defined the key customers and based on these we defined main unique value proposition of M Sora company in the

context of box windows. We determined that trademark, trust and holistic approach are key values of the company but the industrialization of boxed window is the main advantage for the company as at least other Slovenian producers of wooden window can not provide certified box window in larger quantities.

Further on we determined the **customer relationship** and set M Sora as trendsetter who need to build their business model on community and win-win situation between company and customers. After digging deeper we came to the conclusion that one of the main points is a good and professional relationship with Institute for Cultural Heritage of Republic of Slovenia.

Based on this we defined **the channels** towards **key stakeholders** and customers, defined key partners for the development, production and execution, defined key activities which need to be done immediately and later on and put down key resources.

Beside this we defined the **costs** for entire project and predicted **revenue streams** which can be upgraded with some specific services originating from M Sora know-how.

In the scope of **eco-social cost**, we found out that box windows are expensive now and that sustainability is under customers' expectations. Also, alternative materials, which needs to be used instead of materials used decades ago have higher impact on environment.

**Eco-social benefits** pointed out the conservation of the cultural heritage, better living environment (air, thermal insulation, building the new knowledge of employees, now employments and revival of almost lost knowledge of boxed windows through the networking of old masters and new companies.

## NEXT STEPS

1. Analysis of domestic and foreign market regarding quantities and opportunities
2. Meeting with Institute for Cultural Heritage of Republic of Slovenia about the current box windows SOTA in Slovenia.
3. Development of details.
4. Upgrade of production line/investment in needed technology.
5. Marketing action.
6. Production of prototype, testing, certification.
7. Production and installation of box windows in first real building for the reference.

Workshop executed by Žiga Lampe and Aleš Ugovšek (GZS)