

1 COMPANY PURPOSE
 What is the purpose of our enterprise? What does our company exist to do? Think broadly: redefining transportation vs. car sharing.


2 IDENTIFY COMPETITIVE STRENGTHS
 What do we do well? What are the one or two segments of the Abundance Cycle where we excel?

The Abundance Cycle depicts the activities of any enterprise. Using the segment descriptions as a guide:


- Fill in key activities and highlight those that differentiate
- Detail financials as a percentage of sales on the inner ring, placing profits or losses at the center
- Layer in people and planet initiatives

Alignment builds abundance.
 Are our competitive strengths and financials aligned with our people and planet efforts?


3 MAXIMIZE 3P WITH TACTICS
 Are we maximizing the 3P goals below in areas of competitive strength?

 **People**

- Improve the workplace
- Build community
- Solve social issues

 **Profit**

- Reduce risk
- Cut costs
- Grow sales

 **Planet**

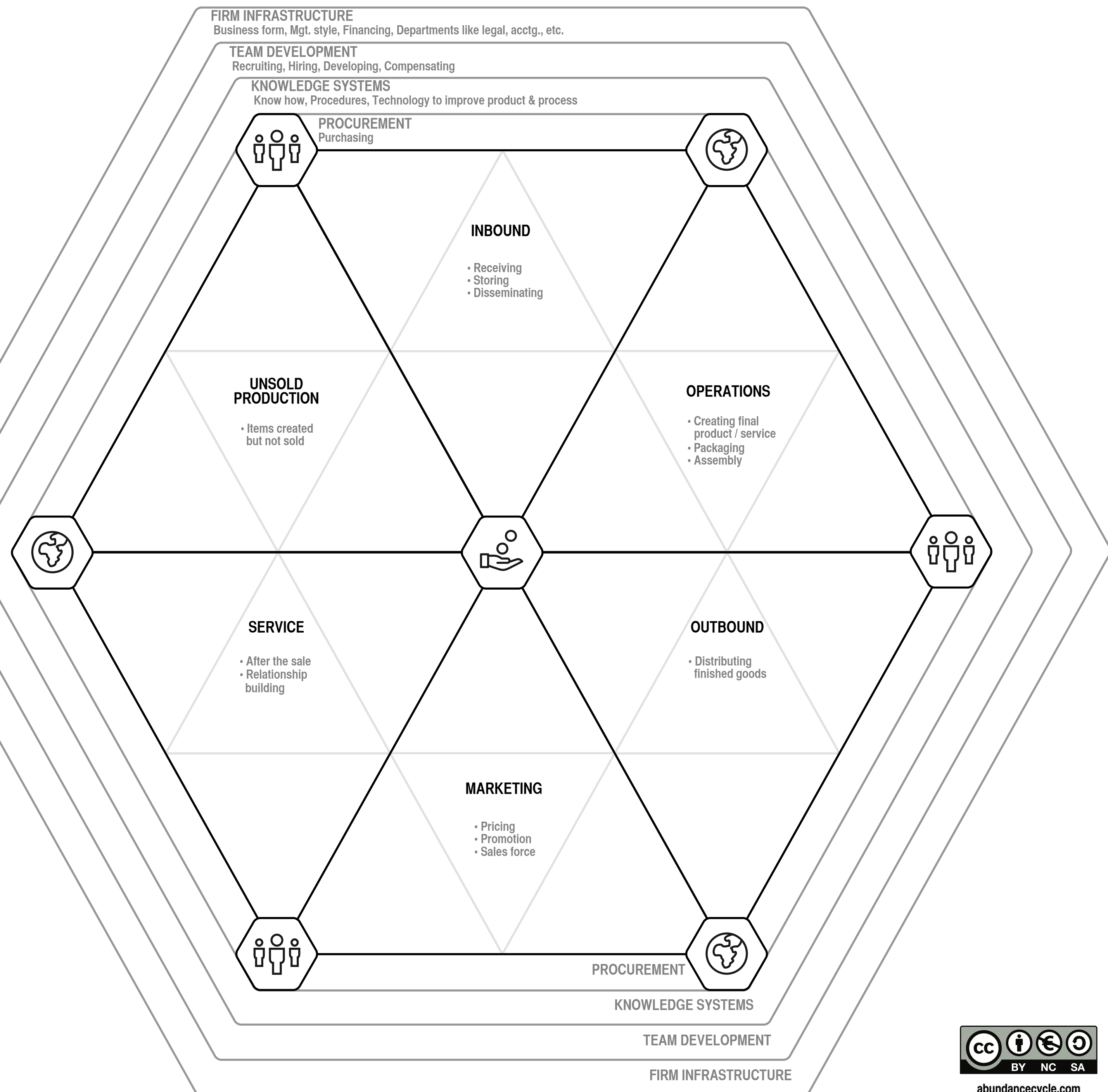
- Reduce waste
- Use waste as a resource
- Regenerate natural capital

What new business models, cost savings and innovation can we realize through applying abundance tactics to our competitive strengths?

4 COMMUNICATION & IMPLEMENTATION
 How can we communicate with internal and external stakeholders in a language that resonates with them?

What initial projects are achievable and maximize impact?

5 MEASURES
 What metrics are meaningful from the business, environmental & social perspectives?





Abundance Cycle: Tactics

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Base of the Pyramid

The base of the pyramid is generally defined as the roughly 4 billion people living on less than \$2.50 per day. Despite their low income, they are often overcharged for basic products and services. Serving the needs of this group has helped companies realize entirely new models of service delivery, product development and innovation.

Examples BioLite, Humanure Power, Switchboard



Biomimicry

Biomimetic companies look toward nature for inspired designs and solutions. With over 3 billion years of design through countless organisms, nature's designs have a long track record of closed loop production, innovation and abundance.

Examples BulletTrain, Terracycle, Velcro



Building Natural Capital

Engage in production practices that are restorative to the environment and that create economic growth.

Examples Bavaria, Chipotle, Samsø Energy Academy



Collaborative Exchange

A transaction using a means of exchange other than sovereign currencies. These exchanges increase economic activity and open opportunities by valuing items other than cash. Some transactions are facilitated with non-monetary resources such as time, labor or locally produced goods and services. Others use independently issued regional, national or global alternative currencies.

Examples BerkShares, Diyalo Foundation, TimeBanks



Crowding

Use the power of the people to help you design new products or services, solve complex problems or fund new initiatives. Doing so gives you a loyal following, fresh insight and reduces the cost of capital.

Examples Fiat Mio, Kickstarter, Wikipedia



Impact Investing

Impact investing seeks financial, social and environmental returns. These investors understand that by building a stakeholder centered company you create a more robust competitive advantage through engaged team members, loyal customers and being at the forefront of opportunity recognition.

Examples Collaborative Fund, Mosaic, Root Capital



Micro-Enterprise

Micro-enterprises operate on a small scale and generally have fewer than 10 employees. Over 95% of firms in the US and UK are micro-enterprises. These enterprises may be financed by micro-finance organizations, which provide financial services such as loans, insurance, etc. Micro-enterprises in developing economies often focus on products and services for the Base of the Pyramid.

Examples Black Dinah Chocolatiers, Liter of Light, Soccket



New Entities

Businesses are using a myriad of legal structures reflecting their values, creating alignment around purpose, management objectives and fundraising.

Examples Maine's Own Organic Milk, Patagonia, True Value



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Radical Resource Productivity

Do more with less. Improving efficiency to make energy and materials more productive saves costs and resources. The first industrial revolution made one worker a hundreds times more productive. Extend those gains to all parts of production.

Examples GE, DuPont, Walmart



Regenerative Marketing

It's time to throw out the old model of media marketing and unleash real creativity in your marketing strategy. Use your marketing dollars to raise awareness by connecting with the community, aligning with a cause and doing good in the world.

Examples L.L. Bean, Warby Parker, UTEC billboards that reduce pollution



Service Profit Chain

Happy employees who understand and are given the tools to exceed customer expectations, remain loyal and create satisfied customers. The satisfied customers in turn are loyal customers, who refer others, leading to profitable growth.

Examples Kimpton Hotels, Whole Foods, Zappos



Sharing Economy

Peer-to-peer sharing and rental of products or services. This \$20 billion plus rapidly growing market reduces the cost to consumers, reduces resource usage and puts underutilized assets to work.

Examples Airbnb, RelayRides, TaskRabbit



Solutions Economy

Solutions focused companies are interested in moving beyond product sales to sell services their customers desire. This is achieved through asset leasing or by providing the solution instead of a physical product. These companies align company and customer goals and upend the product cost structure.

Examples Google Services, Rent the Runway, Sunrun



Unbundling

A venture or pricing mechanism that pulls apart complex offerings, providing a streamlined product or service. Unbundling disrupts the competition by reducing cost through specialization; lowering job market barriers to entry; and creating access to critical offerings in underserved markets.

Examples M-Pesa, MinuteClinic, Springboard Collaborative



Waste = Food

Items previously thought of as waste or, more accurately, unsold production are an input for new products. Eliminate waste entirely by redesigning production, saving resources and costs.

Examples LanzaTech, Nine Dragons Paper, Staples



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