



# Rubizmo

## Inspirational and Animated Videos

---



M25

AUTHORS: ESCI, G!E

DATE: 6 MAY 2020

# Technical References

Project Acronym	Rubizmo
Project Title	Replicable business models for modern rural economies
Project Coordinator	<u>RISE</u>
Project Duration	36 months

Deliverable No.	D8.3 Production of ten animated videos and three inspirational videos
Dissemination level <sup>1</sup>	PU
Work Package	8
Task	T8.3 Communication Tools
Lead beneficiary	ESCI
Contributing beneficiary(ies)	RISE, G!E, IFAU, G2G, ATB, proQ, ARAD, CLUBE, UNIBO, WUELS, IRL, ZIC, SPANISH CO-OPS, SLU, SCDF
Due date of deliverable	30 April 2020
Actual submission date	27 May 2020

<sup>1</sup> PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

## Document history

V	Date	Beneficiary	Author
1	23/04/2020	ESCI	Corinna Hackenbroch
2	28/4/2020	ESCI	Alec Walker-Love
3.1	12/05/2020	G!E	Bénédicte Julliard
3.2	20/05/2020	proQ	Gerhard Schiefer
4.0	26/05/2020	ESCI	Alec Walker-Love

# Summary

Dissemination and awareness activities are a core part of the RUBIZMO project and ensure that the tools and results developed within the project are communicated and exploited by relevant target audiences.

As outlined in D8.1, communication and dissemination activities work to increase project impact by maximising the opportunities for RUBIZMO results and business tools to be used and exploited at European level after the project's end.

Helping deliver this is a range of communication tools to provide channels and content to engage and educate identified target audiences and fulfil our headline ambition of **'Studying and sharing the secrets of business success in modern rural areas'**.

Video is a vital medium for achieving these goals - transmitting concepts, business approaches and inspirational stories in an effective, engaging and popular way. The combination of visuals, sound and non-verbal communication can be particularly to RUBIZMO in sharing business concepts, activities in a variety of sectors and entrepreneurs' journeys in the bio economy.

In terms of style to best exploit this medium, instructive, animated video have been produced to convey the academic analysis of business model success criteria (in Deliverable 3.3. and elsewhere) for use in the RUBIZMO virtual library, academy and resources. Whereas, the inspirational tales of the project's award-winning entrepreneurs are produced in a more personal, emotional and narrative style, designed to encourage emerging businesses to take the leap and project their future successes.

Both styles of video have been designed to travel well online, to optimise search engine results and shareability considered to create the broadest possible impact for RUBIZMO and the bio economy.

# Disclaimer

This report reflects only the views of the authors. The European Commission and Research Executive Agency cannot be held responsible for any use which may be made of the information contained therein.

# Table of Contents

<b>TECHNICAL REFERENCES</b>	<b>2</b>
<b>DOCUMENT HISTORY</b>	<b>2</b>
<b>SUMMARY</b>	<b>3</b>
<b>DISCLAIMER</b>	<b>3</b>
<b>TABLE OF CONTENTS</b>	<b>4</b>
<b>INTRODUCTION</b>	<b>5</b>
<b>1. INSPIRATIONAL VIDEOS</b>	<b>FEL! BOKMÄRKET ÄR INTE DEFINIERAT.</b>
1.1	GENERAL CONCEPT OF THREE INSPIRATIONAL VIDEOS
1.2	VISUAL AND SOUND IDENTITY OF THREE INSPIRATIONAL VIDEOS
1.3	ACTIONS TAKEN AND FURTHER PROGRESS
<b>2. ANIMATED INNOVATIVE BUSINESS MODELS</b>	
2.1	GENERAL CONCEPT OF TEN ANIMATED VIDEOS
2.2	VISUAL AND SOUND IDENTITY OF TEN ANIMATED VIDEOS CHARACTER DESIGN; LANDSCAPE DESIGN; PLANTS AND BUILDINGS; ANIMATION STYLE
2.3.	VISUAL AND NARRATIVE STORYTELLING INTRO; ANIMATION; OUTRO
2.6	STORYBOARDS OF TEN ANIMATED VIDEOS
2.7	FINALIZATION AND PUBLISHING OF ANIMATIONS
<b>3. USE AND APPLICATION</b>	
<b>4. CONCLUSION</b>	

**ANNEX: STORYBOARDS 1-10**

# Introduction

## *Inspirational videos*

Following the business cases competition organised by RUBIZMO, in late October 2019 the three winners were announced: Fiusis (Italy), Comana Craft Village (Romania) and Taina Vie (Romania). The European Science Communication Institute developed three inspirational videos for the selected best business cases following the categories: food (Taina Vie), ecosystem services (Comana Craft Village) and bio-based value chains (Flusis).

Due to some production postponements related to reasons of availability and the COVID-19 travel and working restrictions, the filming of some of the inspirational videos had to be postponed. Luckily ESCI was able to film the Fiusis case in Italy already in late February 2020. This video will be completed and ready for publication in June 2020. The filming of Taina Vie is planned for the beginning of May, so that the video can also be made available in summer 2020. Regarding the video about the Comana Craft Village, we hope we can make it available in autumn/winter 2020. All of them will be used to raise awareness of innovative business ideas already implemented in rural areas.

## *Animated innovative business models*

To feature ten innovative business models representing the different sectors of the Business Model Canvas, which was applied by the RUBIZMO team during the selection process, the European Science Communication Institute also developed ten animated videos, serving as educational material for the virtual library, training and coaching sessions and master classes. Due to some delay in the selection process and some production postponements related to the COVID-19 working restrictions, till M24 the following will be made available: concept, visual & sound identity, storyboards of each of the 10 animations including narration and visualisations, first completed animations. As soon as all animations are finalised, they will be made available on the RUBIZMO YouTube Channel and for the RUBIZMO Academy.

## *Operation method*

To keep all production steps of the three inspirational videos and ten animations smooth and always in line with the journalistic principle of objectivity and sticking to facts, ESCI applied various positive feedback loops explained in detail further down. The close collaboration of ESCI, the entrepreneurs and experts from the RUBIZMO team was important for the whole process and, despite disruption issues with the Corona Virus, was generally accomplished smoothly.

## *Inspirational videos*

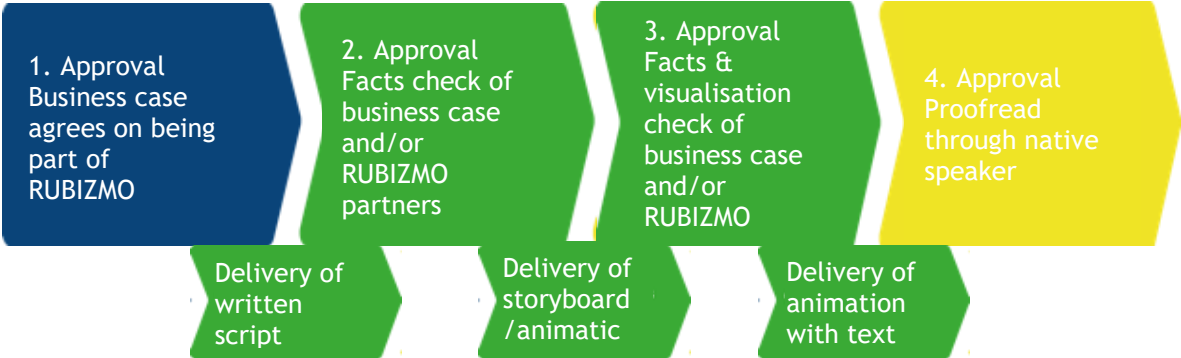
In the case of the three inspirational videos, the collaboration between ESCI and the entrepreneurs was very close and as the individual success story of each entrepreneur is the main focus of the video, two long interviews build the basis for the narration. Based on the two interviews of the business cases screening process RUBIZMO completed in autumn 2019, a thorough internet research and the information given directly by the entrepreneurs via email and telephone, ESCI compiled a filming schedule containing all planned film scenes, a set of questions for

the two interviews and well elaborated instructions for the local film production partners about the sighted style, look and specialities of the videos. After our film production partners on location completed filming, they sent all the material to ESCI, where the material was sighted, all interviews were transcribed and translated into English. Afterwards, the most important answers were chosen and embedded in the written narration. This detailed film script was sent to the entrepreneur for approval. Then editing started, the narration text was finalised and music chosen. After this, another feedback loop with the entrepreneurs takes place before the voice-over is recorded and each inspirational film is completed.



**Animated innovative business models videos**

In the process of mastering the 10 animated videos on innovative business models, ESCI also applied four positive feedback loops between the idea, script, storyboard, animatic and completed animation with English voice-over. Usually the approval steps were organised between ESCI and the entrepreneurs themselves and/or their direct RUBIZMO contact, established during the business cases screening process. In the case of the first preceding animation giving a general overview of the Business Model Canvas RUBIZMO used, next to ESCI the following RUBIZMO partners were put in charge of the approval process: SLU, Gate2Growth, Greenovate! Europe and UNIBO.



**1. Approval – Business case agrees on being part of RUBIZMO**

After the selection of the ten example business cases to illustrating the best the important elements of the business model canvas, all entrepreneurs were either directly contacted by ESCI or through their RUBIZMO contact (which was established already during the business cases screening process) via email to give their approval of being

part of the three inspirational videos or the ten animated innovative business cases. Only after their “Go” ESCI went on developing a script.

**2. Approval – Facts check of business case and/or RUBIZMO partners**

The script – which contains the written narration as well as a description of the visualisations and the expected timing of each scene – was developed in accordance to the two interviews of the business cases screening process, a thorough internet research and the information given directly by the entrepreneurs via email and telephone. The approval process contained at least one positive feedback loop.

**3. Approval – Facts & visualisation check of business case and/or RUBIZMO partners**

Given the approved script, ESCI, together with their graphic design partners from PicPacker, worked out a storyboard and/or animatic, which next to the narration text gives an impression of the visual realisation and style of the later animation. This is the last approval step before the animation is finished.

**4. Approval – Proofread through native speaker**

The last approval step before mastering the animation is a proofread of an English native speaker – in this case the voice-over artist took care of this.

# 1. Inspirational Videos

## 1.1. General Concept of Three Inspirational Videos

The main objective of the inspirational videos is to inspire future, emerging and potential entrepreneurs to take action and create sustainable jobs and growth in the rural economy. Therefore the target groups are entrepreneurs, who consider starting a business in the bio-economy, policy makers and public bodies who get the possibility to share success stories and case studies as well as to share tales of environmental and economic success in rural communities and the potential promotion to regional national TV broadcasters for pick up a story. The videos should raise awareness of innovative business ideas and models, improve the attractiveness of rural areas and foster the replication of best practices. Therefore, ESCI decided to keep the videos short (about 2:30-3:30min.) but impressive, so that the audience will - interested and curious - follow the whole story from beginning to end, thereby getting a definite and comprehensive overview about the most important parts of each success story.

The narrative style of the videos is personal, emotional and not too abstract and technical. The entrepreneurs of the three selected business cases are the protagonists of the storyline, telling their personal success story. This involves important cornerstones, overcoming setbacks and summarising all different key aspects which have been necessary to fulfil in order to elevate their venture to the stage it reached today as well as further plans for the future.

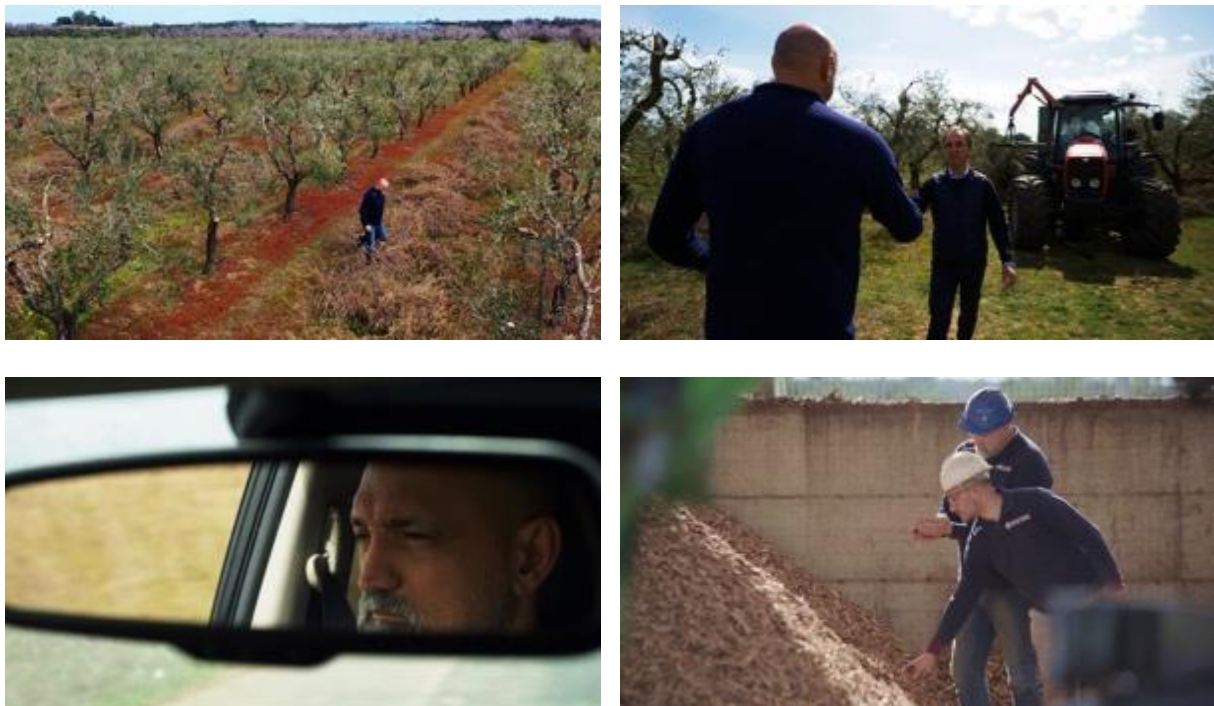


Figure 1 : Examples for inspirational storytelling focusing on the entrepreneur;  
Origin: Fiusis Film Footage



## 1.2. Visual and Sound Identity of Three Inspirational Videos

Visually, ESCI decided to choose a smooth documentary style combining nice landscape beauty shots with aerials (shot with a drone), and detailed close-ups, with some slow motions whenever relevant. All this will have a TV broadcast high quality and some similarity to a nicely made corporate video which will promote the chosen projects.



Figure 2 : Examples for landscape beauty shots; Origin: Fiusis Film Footagec



Figure 3 : Examples for aerials; Origin: Fiusis Film Footage

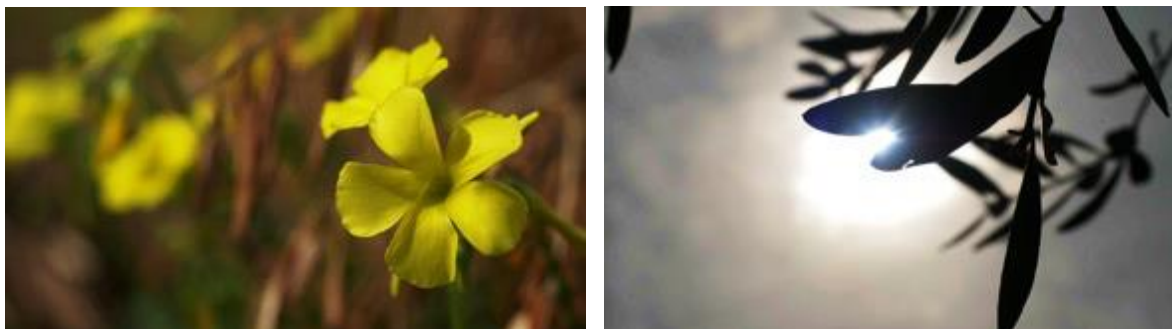


Figure 4 : Examples for close-ups; Origin: Fiusis Film Footage

Two long interviews with the main protagonist(s) will build the basis of the narration and will be set-up in an intriguing surrounding related to their business case.



Figure 5 : Examples for Interview Set-Up; Origin: Fiusis Film Footage

Next to the nicely recorded natural sounds, there is a smooth, classic and not too flashy background sound, which will intensify the visual effect and help to implicate the viewer into the story.

All titles and text inserts will follow the general visual concept of the RUBIZMO project presented in D8.1 in month 6 of the project. As Intro, the RUBIZMO logo animation, which is also the start of all ten animated videos, will be put in front of all three inspirational videos.

### 1.3. Actions Taken and Further Progress

After the announcement of the three winners of the RUBIZMO awards, ESCI got directly in contact with the entrepreneurs of Fiusis, Taina Vie and Comana Craft Village. Due to the nice footage we wanted and the climate, together with the entrepreneurs, ESCI decided that filming in wintertime did not make sense for most of the selected cases. To start before the harvest of olive tree prunings for Fiusis, the filming could already be done in late February 2020. For Comana Craft Village the filming was planned to be conducted from 14<sup>th</sup>-16<sup>th</sup> of April 2020, and for Taina Vie between 11<sup>th</sup>-13<sup>th</sup> of May 2020, since main activities for these two cases usually take place from late spring. Luckily, ESCI was able to conduct the filming at Fiusis in February and is right now working on the translation of interviews, writing the film script and editing. ESCI is planning to submit the completed video in June 2020.

Unfortunately, because of the COVID-19 virus and all accompanying rules and regulations, ESCI had to postpone filming at Comana Craft Village to an - until now - unknown date in the future. The problem here was that no workshops can take place right now due to the COVID-19 virus and therefore filming at the craft village makes no sense. ESCI talked directly to the entrepreneur Ion Gerogescu from Comana Craft Village, who mentioned that due to COVID-19, schools are closed down and a lot of people are in isolation - therefore and to protect their employees they have postponed or cancelled all activities. We hope that in summer/autumn 2020 ESCI will be able to conduct the filming.

In regard to Taina Vie, we still hope to be able to conduct filming in May 2020 - but as travel regulations might still be implemented at that time, ESCI is right now talking to a high quality TV production company close to the venture, which could take care of the filming. Nevertheless, we have to be aware, that due to COVID-19 also this production might be postponed.

## 2. Animated Innovative Business Models

### 2.1. General Concept of Ten Animated Videos

The main target groups of the ten animated videos are defined as rural networks, business and entrepreneurs, investors and the research community. The videos should foster Europe-wide replication of innovative business models and cases, good practices, networking and collaboration in rural areas and enhance knowledge on key factors of success for rural entrepreneurship.

Therefore, ESCI together with the RUBIZMO team decided to give the ten animated videos a homogeneous and joint narrative structure, visual style and sound design. The connective element of the ten videos is the success of all those ten inspiring business cases based on different important key factors like resources, key partners, customer relationships and cost and revenue streams. Already before the start of the video production the RUBIZMO team decided to use the “Business Model Canvas” to evaluate the elements of success of all analysed business cases coming from eleven different European countries. As this “Business Model Canvas” builds the basis for the examination, the team agreed to produce one preceding animation giving a general overview of the Business Model Canvas RUBIZMO applied for its analysis. The following nine animations will all depict one business case selected as “champion” to feature a specific box of the Business Model Canvas, and their critical success factors.

The selection of the nine business cases is based on the results of the D3.2 Report on Benchmarking of Business Cases and Models of the RUBIZMO partners around UNIBO, the professional input of the RUBIZMO partners from G2G, SLU and Greenflex as well as the creative and visual look on the business cases through ESCI. Together all these aspects brought about the decision for the following nine business cases:

<b>Business Case:</b>	<b>Sector-Focus:</b>	<b>Country:</b>
Ocean Rainforest	Biobased	Denmark
Lapland Vuollerim Ltd.	Ecosystem	Sweden
Hermetia	Food	Germany
EcoBajka	Food/Ecosystem	Poland
Virere	Ecosystem	Spain
Panier Local	Food	France
Bazancourt-Pomacle	Biobased	France
Gårdsfisk	Food	Sweden
Bio-On	Biobased	Italy

These business cases are representing a cross section of the three main sectors RUBIZMO has chosen for analysis: food, biobased value chains and ecosystem services. Additionally, they are visualising a coherent but at the same time diversified prospect on the different countries of the European Union.

ESCI decided to keep the videos short (about 2:30-3:30min.) but intense, so that the audience will - interested and curious - follow the whole story from beginning to end thereby getting a precise and comprehensive overview about the most important parts of each success story.

The narrative style of the nine champion videos is - similar to the three inspirational videos - personal, emotional and not too abstract and technical. The entrepreneurs of the three selected business cases and their personal success story build up the storyline. During this narration, the most important success factors which are also related to the Business Model Canvas will be clarified and highlighted. At the end the audience will get a comprehensive impression of each business case and the story behind its success.

## 2.2. Visual and Sound Identity of Ten Animated Videos

The basic visual identity of the ten animations was developed according to the visual identity of the RUBIZMO project. All colours and lettering of the ten animations trace back to the RUBIZMO colours and fonts.

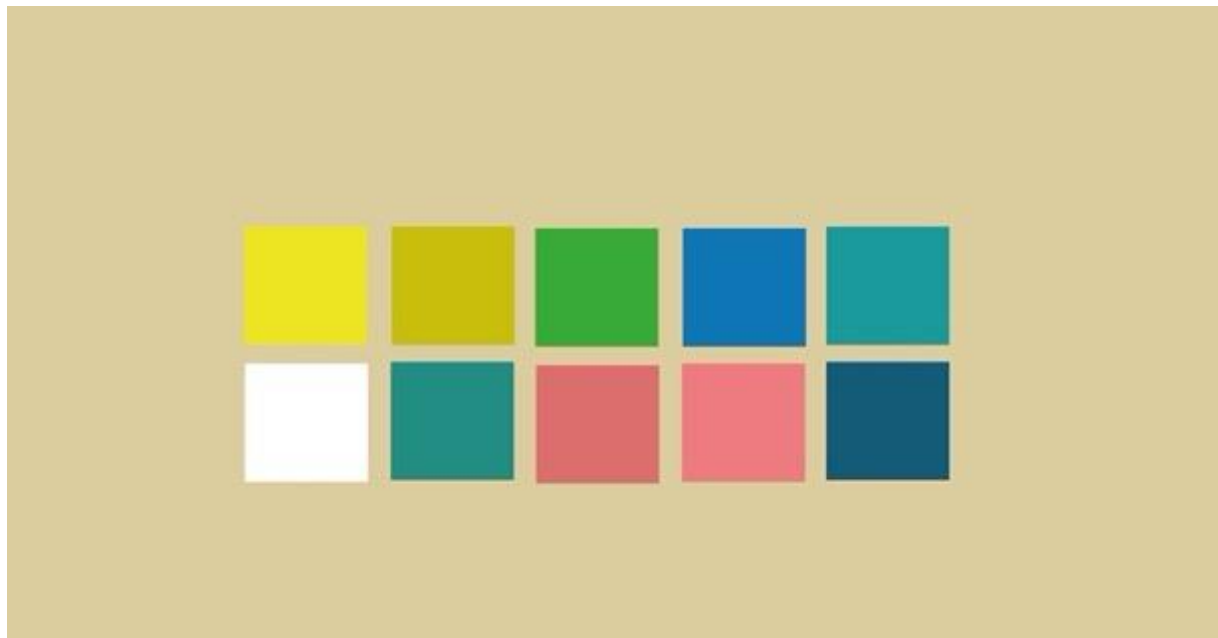


Figure 6 : Map colours selection and specification for animations

Subsequently, the elaborate design work concerning characters, landscapes, plants and building as well as the general animation style commenced. Here, ESCI, together

with our graphic design partners from PicPacker decided to implement a fresh, modern design with a huge recognition factor.

*Character Design*

The main aesthetic aspects of the characters which we have designed for the RUBIZMO animations are smooth, fluent bodies with slightly exaggerated extremities and smaller heads. The faces are rather flat with implied noses and mouths. This kind of character design enables the best possible handling with a wide range of different poses to serve all 10 animations without the need to design hundreds of different characters. Adjusted to each animation, the characters will have different clothing colours and characteristics, hair styles, accessories like glasses, beards or hats as well as different skin tones.



Figure 7 : Character Design for animations

### *Landscape Design*

Territories are essential for the development of rural businesses as they are a key factor for local food, local energy and the connection between people. That's why the landscape design was also very important for the 10 animations. The scenery needed to fit the visual identity of RUBIZMO, the character style and narration and at the same time it required to communicate the charm and diversity of the natural environment of each business case. Although we are dealing with a 2D animation - the effect of depth and three-dimensionality is achieved by using different layers, colours and structures one after another.



Figure 8 : Example of Landscape Design;  
Origin: Lapland Vuollerim Animation



Figure 9 : Example of Landscape Design;  
Origin: Ocean Rainforest Animation

### *Plants & Buildings*

Similar to the landscape - plants, buildings as well as animals are evidence for a region and characteristic for each business case. Therefore, their design is based upon the realistic features special to the region and business case.



Figure 10 : Example for Plants & Buildings Design; Origin: Virere, Eco Bajka, Lapland Vuollerim and Hermetia Animation

### *Animation Style*

To give each animation a fluent and barnstorming nature, we decided to apply the sequence shot technique. In general this style is visually highlighted with a constant pan leading from one sequence to the other. There are no cuts and all movements are fluent connected with soft transitions.



Figure 11 : Visualization of Animation Style - Pan Scan Scene; Origin: Virere Animation

Simultaneously to the general concept of the ten animated videos, the visual style evolves in the introductory animation. All nine elements of success which are consolidated in the Business Model Canvas (BMC) RUBIZMO uses, get their own icon, which will also lead through all subsequent nine animations highlighting the success factors of each business case portrayed.





Figure 12 : Business Model Canvas - RUBIZMO used for evaluation of business

## 2.3. Visual and Narrative Storytelling

After the introductory animation the following nine business case animations will have the following visual structure - which is also part of the narrative style:

### *INTRO*

The Intro of each animation is providing the viewer with the most important information: to which project does this animation belong (RUBIZMO logo animation); what are the main topics of the following animation (BMC - success factors) and about what kind of business case/topic in particular are we talking about (Title, Location Marker).

#### *Rubizmo Logo*

Each animation will begin with the RUBIZMO logo animation.



Figure 13 : RUBIZMO Logo in Animations

*Business Model Canvas*

First an overview of the business model canvas is shown, followed by its reduction to the most important success elements depicted in the subsequent animation.



Figure 14 : Business Model Canvas focusing on key success factors

### *Title Sequence*

The title sequence highlights four important facts:



Highlighting important success factors of following business case with BMC logo and description

Title of Animation (link to business case)

Location mark

Figure 15 : Example for Title Sequence; Origin: Ocean Rainforest Animation

### *Animation*

Afterwards, the animation starts and each of the nine business case animations will thereby follow its own narrative structure. Nevertheless, there will be coherent and consistently visual inserts to provide further information to the narrative.

#### *BMC Logos*

Each time when the narrative structure of the animation addresses one or more of the specific success factors of the BMC, the corresponding BMC logo will be inserted on the upper right corner.



Figure 16 : Example for BMC logos in Animation;  
Origin: Ocean Rainforest Animation

#### *Text Inserts*

Sometimes ,the narrative structure of the animations provides a lot of information, data, numbers and year dates. Here the animation will serve the viewer with a text insert on the upper right corner, next to the BMC logos. This visualisation will help the audience to absorb the information faster and lasting



Figure 17 : Example for Text Inserts in Animation;  
Origin: Ocean Rainforest Animation

### Outro

The Outro is concluding each animation. First the RUBIZMO Logo and at last the legal Disclaimer referring to the funding of the European Union under Horizon 2020 will be shown.



Figure 18 : Legal Disclaimer at the end of each Animation

## 2.4 Storyboards of Ten Animated Videos

To guarantee the correctness of all given information, all ten animations were developed in close collaboration with the RUBIZMO experts and the entrepreneurs of each chosen business case. In at least two approval steps, ESCI wrote the script and together with the graphic design partners from PicPacker prepared a storyboard for each of the nine business cases and for the introduction animation about RUBIZMO and their usage of the Business Model Canvas. During the approval loops, the narration and visual composition of each animation were precisely adjusted and fine-tuned. To get a comprehensive overview, all 10 storyboards are attached (Annex Nr. 1- Nr. 10).

# 3. Publishing and dissemination

Once created, the videos begin their journey to inform, educate and inspire. This takes place on numerous channels both inside and outside the project.

Publicly, the ‘anchor’ for all video content is the [RUBIZMO YouTube channel](#). With 2 billion active users a month and carrying 79% of the internet’s video content, YouTube is a natural home. With search engine tags added, chances of the videos being found through organic search by indirect audiences is also a great additional source of potential impact. The YouTube videos can and will also be embedded directly into [Rubizmo.eu](#), affiliate/educational partners and beyond.

The videos also provide a critical support and connection to the project’s [Virtual Library of business cases](#) and ‘Rubizmo Academy’ delivery. Offline, the video files will be used in presentations, class rooms, conferences and community organisations in Rubizmo and amplification network Rubizmo+. Multiple language subtitled versions will aid their take up and impact for partners and viewers.

Inspirational videos of award winners will also be published by ESCI on suitable science communication and broadcast hubs for professionals. Local and national TV journalists will be contacted and provided with free professional quality footage to generate their own reports about the entrepreneurial activities generating not just growth, but nurturing and protecting our planet.

## *Inspirational Videos*

Due to the already mentioned circumstances - delay in selection process, production postponements and COVID-19 - the three inspirational videos will be made available in a fluent process. The first video on Fiusis will be made available in June 2020, the other two videos will follow.

## *Animated Innovative Business Models*

Due to the already mentioned circumstances - delay in selection process, production postponements and COVID-19 - till the end of May 2020 all ten animations with English voice-over will be finalised.

After the completion of all 10 animations, they will be published on the RUBIZMO YouTube Channel and made available for the RUBIZMO Academy. Afterwards, ESCI will produce five more language versions of each animation using subtitles. The languages chosen by the RUBIZMO team are: English, French, German, Swedish, Spanish and Greek. Additional versions in Romanian and/or Polish may be produced according to local partners contributions.

<b>Business Case:</b>	<b>Delivery Month:</b>
01_Business Model Canvas Intro Animation	M25
02_Ocean Rainforest	M24
03_Lapland Vuollerim Ltd.	M24
04_Hermetia	M24
05_EcoBajka	M24
06_Virere	M24
07_Panier Local	M25
08_Bazancourt-Pomacle	M25
09_Gårdsfisk	M25
10_Bio-On	M25

## 4. Conclusion

Summarised, the production of the inspirational and animated videos was and is successful. The collaboration between the different bodies of the RUBIZMO team, the entrepreneurs and production partners went very well. Unfortunately, ESCI just had to postpone the delivery of some of the videos due to the given circumstances mentioned before. Nevertheless, after the nomination of the three winners of the RUBIZMO awards and the final decision on the ten topics/business cases for the animated videos all partners - within the project as well as the external partners - were very keen on giving their input to create the best possible results.

Special thanks is indicated to the great engagement of the entrepreneurs of each single business case depicted in the inspirational and animated videos - welcoming and happy they shared their success stories, answered all our questions and reviewed the developed scripts and storyboards. Without their commitment it would not have been able to conduct the production of the videos.

ESCI together with all RUBIZMO partners is looking forward to watch the further dissemination of the produced video material.

## Annex: Storyboards 01-10



The European project RUBIZMO analyzed rural companies in 11 European countries to identify innovative business cases and their business models.

Action: Magnifying glass focusses on europe. The showed scene turns into a picture. In the follow up the picture falls on the blue background



Their mission: examine and pinpoint the keys to success thereby inspiring others to do the same.

Action: Picture with graph falls on the first picture.



Their research reveals rural innovation is tightly interwoven with entrepreneurial drive and innovative spirit, geographical location and available supporting networks.

Action: Different scenes from the 10 champions fall on the pile ending up with the picture of entrepreneurs discussing about a new idea.



However many good business ideas never survive being faced with economic reality.

Action: The idea shows up in the form of a new picture. The plant withers as a symbol for a failed idea.



Even with a valuable new product or service at the core, short-comings in a chosen business model can prevent success.

Action: Picture with the entrepreneur recognizing their failed idea falls on the pile.



RUBIZMO uses a “Business Model Canvas” to visualize the elements of success. This helps to collect, understand and better communicate the ingredients that transform a business idea into a viable, sustainable and scalable venture.

Action: Empty „Business Model Canvas” shows up. The icons pop up one after another.



The Business Model Canvas uncovers the strengths, weaknesses and potentials of existing and evolving companies. It can also be used to sketch out entirely new ideas, helping entrepreneurs to think of all the necessary parts for a successful business.

Action: The icons of the blue and the yellow section disappear and only the icons of the green section are visible.



One important key for a successful business model is to understand exactly who your customers are, their needs and what keeps them satisfied.

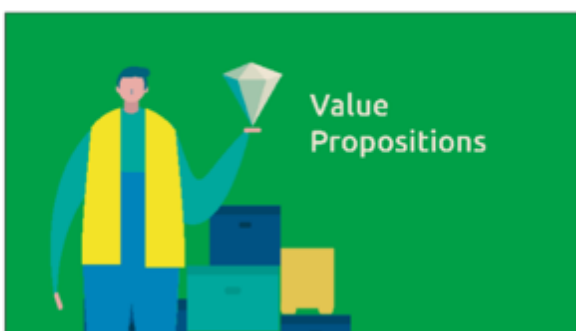
Action: Camera zooms in on the „Customers Segment”





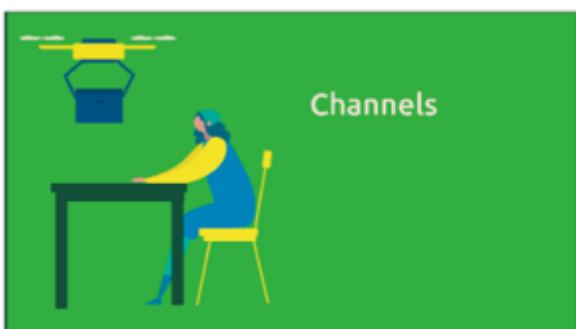
It's important to understand the value of your offer from the customer point of view.

Action: The camera pans to the right where the guy from Value propositions shows his offer (a glowing diamond). The customers look at this offer.



Thereby you can improve your product or service and compete with existing solutions.

Action: The camera pans to the right again - only the „Value Propositions“ are in focus. The Guy throws the diamond into one of the boxes. Then a drone appears and takes the box with it.



Connecting with customers and an effective delivery to the customer is a growing area of challenges and opportunities.

New technologies can enable direct contact between producer and customer – both local and even far away.

Action: The drone flies the box to one customer. She takes the diamond out of the box. The diamond is not glowing.



Continuing to respond and support customers before, during and after sales is an increasing expectation.

Action: The customer calls the customer service, which slides from the left into the frame. After the explanation from the customer service, the diamond starts glowing.



Customer relationship management can be as important as your product or service – and sets you apart from competitors.

Action: The camera pans to the left. The focus is on the „Customer Relationship“



The value of your product or service that customers are willing to pay for will generate the revenue streams.

But all business activities also involve costs!

Action: Camera zooms out and the whole „Business Model Canvas“ is visible. The icons from the green and the yellow section disappear and only the icons from the blue section are visible.



First off: identify all of the key activities that are needed to develop, produce and deliver your goods/offer. Test and refine with others to make sure all the necessary steps to start operation are in place and efficiently run.

Action: Camera zooms into the „Key Activities“. Different scenes from the winner movies fall as photos on the turquoise background.



These key activities need the right resources to become reality. What skills and materials are required for instance.

The key resources of each business and their context can vary. They might be manpower,

Action: Camera pans on the „Key Resources“. One after another, the key resources swipe in from the bottom of the frame.



financial,



natural resources



or technical equipment.

In any case securing access to key resources is crucial for your success!



The same applies for the key partners a business needs.

Consider how your business interacts and intersects with others. A strong network might include partners to help in management, recruitment, research and development or investment. Still, some ventures just need the strong entrepreneurial drive of one single person.

Action: Camera pans to „Key Partners“



Action: Camera zooms out and the whole „Business Model Canvas” gets visible. The icons from the green and blue section dissappear. Camera zooms in on the „Cost Structures”



These activities, resources and partners come at a cost.

Action: Boxes fall into the shopping trolley



. If you want to make a viable business be sure that – in the long run - your revenue is higher than these costs.

Action: Camera pans to the right.



Action: Shopping trolley and cash register fall on two piles of money which build up. The cash register pile is higher than the shopping trolley pile.



Only when all the elements are in place it is possible to get an overview of the total costs, revenue streams and possible economic profit.

Action: Camera zooms out - empty Business Model Canvas is visible. Icons appear one after another.



RUBIZMO research reveals that sustainable businesses do not only have to be profitable, but often also generate value for the environment and society.

Action: Icons pop up



RUBIZMO has analysed numerous rural companies from different sectors - including food and agriculture, bio-based value chains and ecosystem services. These findings are made available and can be an inspiration for fresh ideas.

But recognize: a successful business always requires your own personal twist!

Action: Pictures fall past the Rubizmo Logo