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# ENVISIO PROJECT

Empowering New Ventures in Sustainable Initiatives, Opportunities, and Networking for the Development of Deaf Entrepreneurs

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## Training Programme 2: Self-Assessment, Sustainable Business Model & Strategy

**Are you ready to start shaping your entrepreneurial journey?** This self-assessment is designed to help you go deeper with your entrepreneurial idea. After learning about sustainable models and green strategies, it's time to apply this knowledge to refine your business vision. You'll explore how your idea aligns with sustainable models, design eco-strategies, and begin shaping a real action plan.

**You can choose to:**

- Submit your answers to your mentor to receive real-time feedback and support.**
- Download the activity sheet if you would like more time to reflect and develop your ideas at your own pace.**

### Exercises

#### Exercise 1: Aligning with a Sustainable Model

Which of the following models best reflects your idea?

- Circular Economy
- Regenerative Economy
- Social Entrepreneurship
- Sharing Economy
- A hybrid of the above
- Not sure yet (explain why)

Briefly explain why this model fits your idea.



### Exercise 2: Exploring Business Models

Choose three green strategies you learned in the training (e.g. eco-design, energy efficiency, sustainable supply chain, digital tools). For each one:

- Describe how you will apply it in your business.
- What will be the expected benefit (for the environment, community, or your product)?
- What might be a challenge, and how could you address it?

Hint: Think of the tools or practices that reduce waste, emissions, or improve your social impact.

### Exercise 3: Value Proposition & Impact

Now let's define your green value.

- What makes your idea environmentally or socially valuable?
- How does it solve a sustainability-related problem?
- What positive impact do you want to achieve for people and the planet?

Try writing one sentence that describes your Green Value Proposition.

### Exercise 4: Resources & Stakeholders

Look at what you need and who you'll work with.

- What resources (tools, partnerships, funding, skills) do you need to implement your strategies?
- Who are your key stakeholders? (customers, suppliers, community, NGOs, mentors)
- How can you make your business model more inclusive or collaborative?

This is where the inclusive economy or sharing models might inspire your next steps.

### Exercise 5: Drafting Your Green Business Plan (Mini Version)

Based on your answers, complete this outline:

- Name of your business idea
- Problem you are solving
- Target audience
- Sustainable model you're using
- Green strategies included
- Impact goals

What's your first next step?



Your answers here can become part of a larger business plan in the future!

### Reflection

- How has your idea grown or changed since the first self-assessment?
- What inspired you the most from the models or strategies you've explored?

You are now developing the foundations of a **real green business plan**. Stay focused, ask questions, and connect with others working toward sustainability. You're not just building a business—you're building a better future.

### **Additional Tips**

- **Stay curious! You can research industries, trends, and success stories that inspire you.**
- **Build a support network. How? Connect with mentors, peers, and community organizations that can offer guidance.**
- **Always celebrate the small wins! Every step forward is progress so acknowledge your growth as you go!**

Thank you for taking the time to reflect on your entrepreneurial journey through this self-assessment. By stepping into the world of problem-solving, innovation, and sustainability, you are already making an incredible commitment to shaping a better future;  
for yourself, your community, and the planet.

Remember, every great idea starts with a spark of imagination and the courage to act on it. Challenges may arise, but resilience and creativity will see you through. Keep believing in your vision, stay curious, and trust that your efforts will make a meaningful impact. The journey of a thousand miles begins with a single step. Let this be yours!

**You've got this!**