

MODEL C 2.0

Impact Flow

Commercial Flow

Social and Environmental Challenge

Market opportunity

Impact Focus

Client

Positive impact actions

Products and Services

Business purpose

Changes

Initial/Intermediate

Internal results

Short term / Medium term

Impact Intention

Ambition for the business

Operational Capacity

Key activities

Infrastructure

Distribution and sales channels

Team

Partners and Connections

Costs

Revenue Mechanisms

Strategic Management

Impact Monitoring

Governance Agreement

Commercial and financial analysis