

Spotting Opportunities to Pivot

Directions: There are 6 main areas a company can pivot its business model. Circle yes or no to answer the questions below and spot the opportunities to pivot your business! If your answer to any of the questions below has a (*) next to it, take time to explore that area of your business for ways you might shake up your business model!

Redesign Supply Chains

- Are your product inputs produced locally? **Yes* / No**
Can you work with local suppliers to localize your supply chain?
- Can you replace any inputs with recycled or sustainable materials? **Yes* / No**
Can you redesign your supply chain to make a more sustainable product?

Build on Partnerships

- Do neighboring businesses purchase the same materials/ inputs? **Yes* / No**
Can you place orders together to take advantage of bulk prices?
- Do any other local organizations have similar values and goals? **Yes* / No**
Can you develop a partnership to work together towards a common goal?

Modify Products

- Does everyone in the community need one of your products or services? **Yes / No***
Can develop a new product to attract these customers?
- Can you create something new from your resources/ waste? **Yes* / No**
Can you generate revenue from waste by selling it or using it to create a new product?

Make Price Adjustments

- Can everyone in the community afford your products? **Yes / No***
Can you modify your revenue model or cost structure to create a low-priced option?
- Can different customer segments afford to pay different prices? **Yes* / No**
Can you subsidize low-priced product lines with higher margin ones?

Adjust Delivery Systems

- Can all of your prospective customers access your products? **Yes / No***
Where can you place your product to reach them?
- Can you expand your reach to new geographic areas? **Yes* / No**
What are the distribution logistics/ partnerships you need?

Reach New Customers

- Are you targeting all of your potential customer segments? **Yes / No***
Who else needs your product or service? How can you reach them?
- Is there an underserved market in your industry? **Yes* / No**
Can you capitalize on this market by tailoring your product to meet their needs?