

**2 Competitive Advantage**

- Inbound**
- Receiving
  - Storing
  - Disseminating

- Operations**
- Creating final product / service
  - Packaging
  - Assembly

- Outbound**
- Distributing finished goods

- Marketing**
- Promotion
  - Pricing
  - Sales force

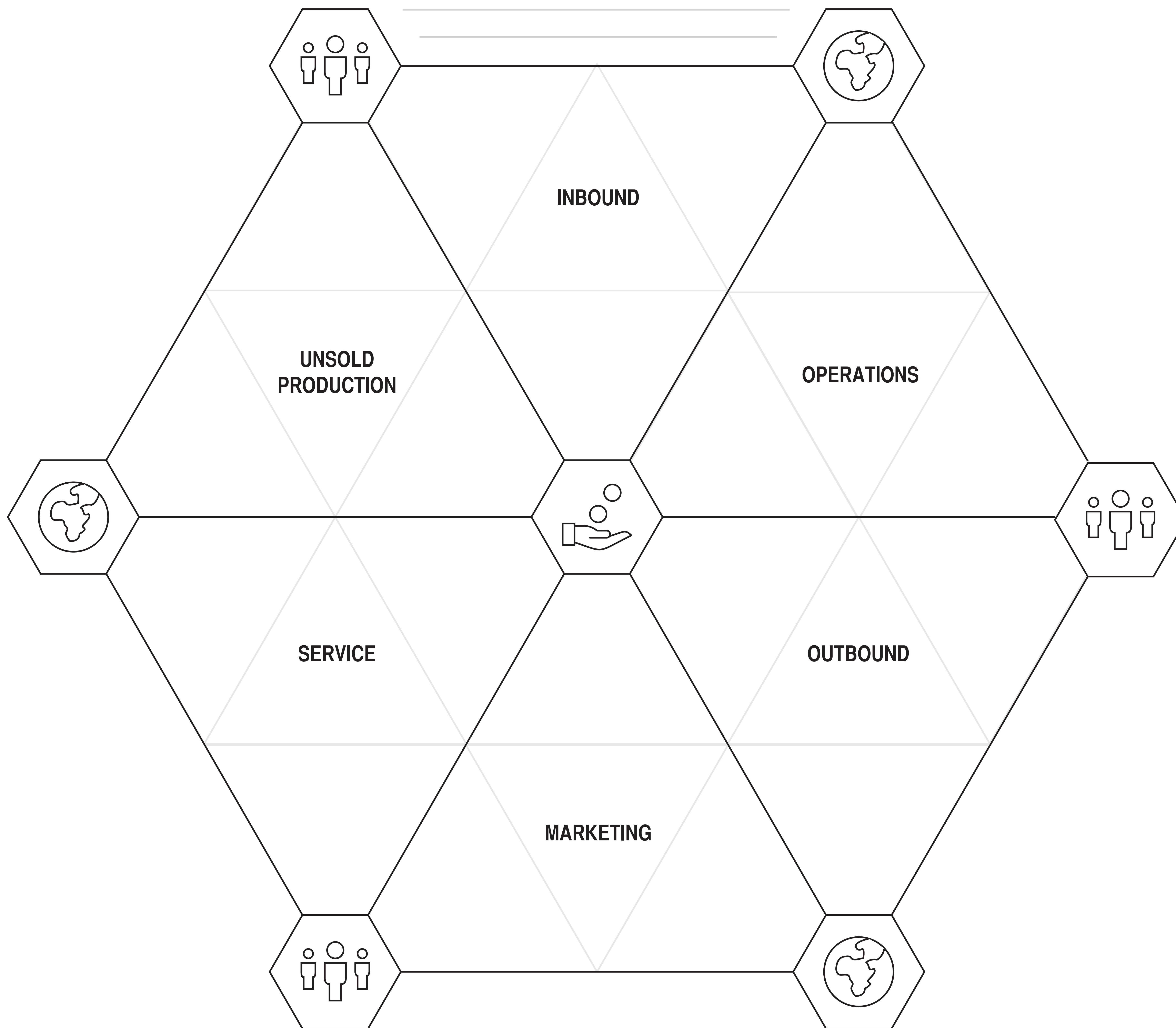
- Service**
- After the sale

- Unsold Production**
- Items created but not sold

**Supporting Activities**

- Procurement**
  - Purchasing
- Knowledge Systems**
  - Know how
  - Procedures
  - Technology to improve product & process
- Team Development**
  - Recruiting
  - Hiring
  - Developing
  - Compensating
- Firm Infrastructure**
  - Business form
  - Mgt. style
  - Financing
  - Departments like legal, acctg., etc.

**1 Company Purpose**



**3 Incorporating 3P**

- People**
- Improve the workplace
  - Build community
  - Solve social issues

- Profit**
- Reduce risk
  - Cut cost
  - Grow sales

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

**4 Implementation Ideas**





# 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 Bullet Train, 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



# Abundance Cycle: Tactics

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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, Stapes



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