Next:
Common use cases

Micro Method

Value Chain Map

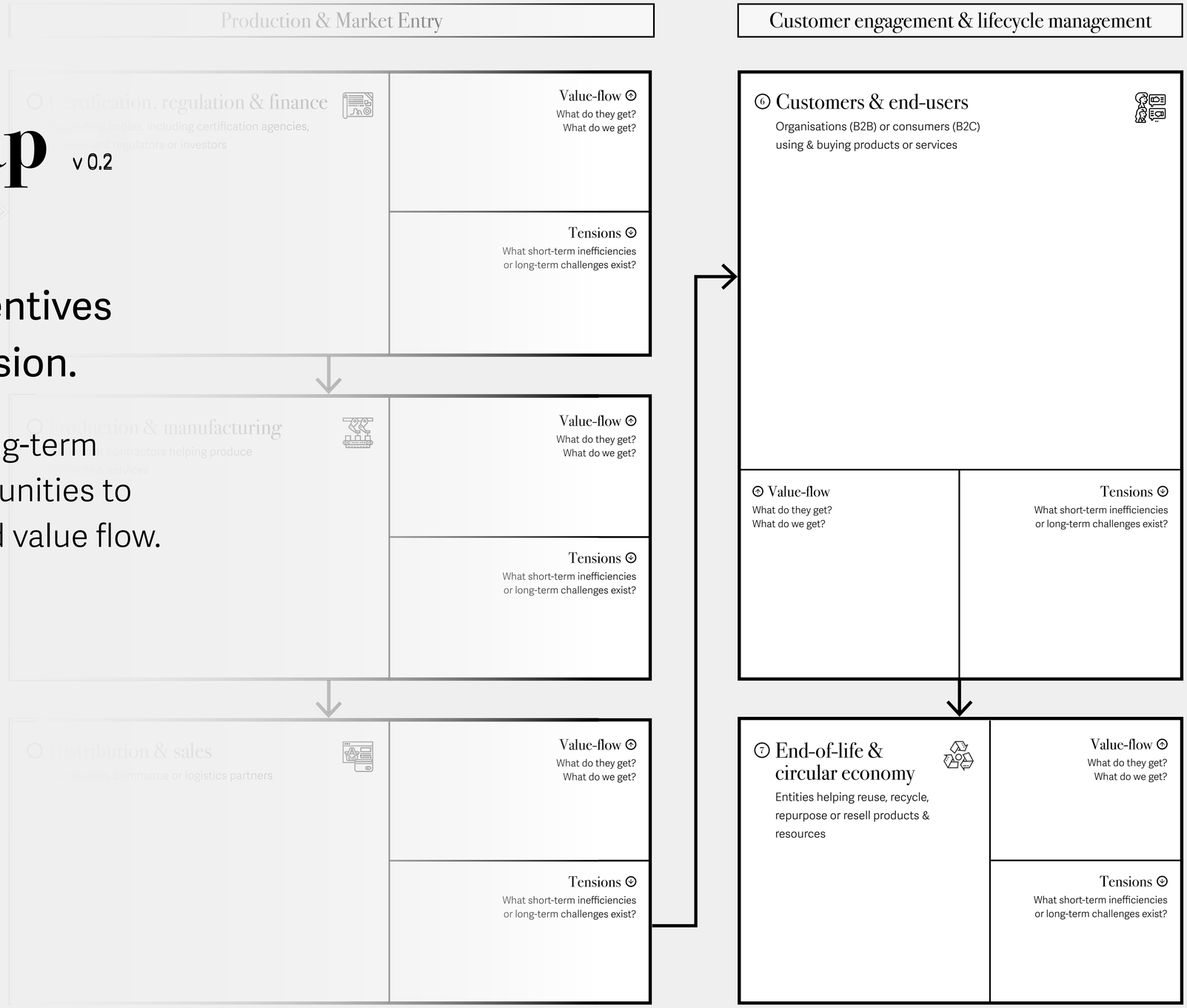
v 0.2

Optimise your value chain for the long-term by aligning partner incentives with your company goals and mission.

Diagnose short-term inefficiencies and long-term challenges, transforming them into opportunities to create win/win relationships with balanced value flow.

- Raw materials
- Research & development
- Certification, regulation & finance
- Production & manufacturing
- Distribution & sales
- Customers & end-users
- End-of-life & circular economy

Learn more at **project-align.org/value-chain-map**



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Value Chain Map v 0.2

Next: Instructions & tips

Use the Value Chain Map to **help reframe commonly experienced tensions into long-term opportunities**

Tension



*We're facing **bottlenecks in our value chain** that are slowing down how quickly we can deliver our products!*

Opportunity

Streamline your value-chain for more efficient and faster delivery.

- Are there common themes or patterns in the identified inefficiencies that we can collaborate on with our partners, or simply fix ourselves?
- Which partners need replacing due to inefficient location or other fundamental flaws?

Tension



*Some of our suppliers' business models **incentivise waste** that is misaligned with our mission!*

Opportunity

Incentivise your suppliers to operate more responsibly.

- How do our partners' business models incentivise adverse societal or environmental impact within their operations?
- What new incentives towards those partners can we offer to change how they operate?

Tension



*We're worried the **hidden emissions in our value chain** are negating the positive impact our products make!*

Opportunity

Optimise your value-chain for minimal adverse impact.

- Which adverse impact is unavoidable in our pursuit of positive impact, and which can be reduced through smarter value-chain design?
- What are the root causes of avoidable adverse impact (location, methods, etc), and how does that inform which partners need replacing and which we collaborate with to optimise?

Tension



*Some of our current **value chain partners lack motivation** to support our long-term goals!*

Opportunity

Develop value propositions positioning you as value-chain orchestrators.

- Which partnerships display an unbalanced value-flow, and how is this presenting a long-term misalignment challenge?
- How can this help you design commercial value propositions that attract best in class partners with win/win outcomes that further both of your goals together?

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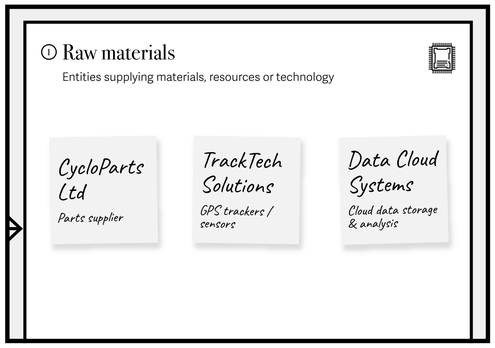
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Value Chain Map

v 0.2

Next:
Use the Value-chain Map

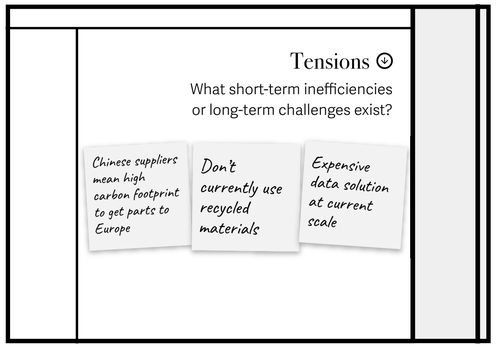
1



Map partners & suppliers

Visualise your existing value chain in each of the 7 steps of the map by placing your partner/supplier names and their contributions into each one.

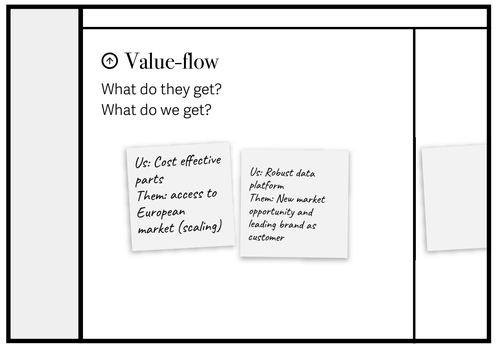
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Diagnose tensions

For each partner or supplier document tensions that exist in the relationship, from short-term operational inefficiencies to long-term misalignment challenges.

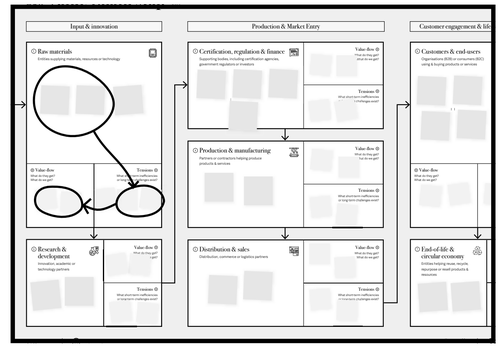
3



Identify value-flow

For each tension that exists, consider what the value flow is between your company and the partner and how balanced that is for successful long-term outcomes.

4



Highlight new insights

Analyse your map to identify partnerships that need extra collaboration to work better or where new partners are required.

Tips for success

Collaboration

Engage co-founders, leadership or team members from different departments to complete it together, brining in their specific expertise and knowledge of existing partnerships.

Create a long-term picture

Consider also mapping an ideal optimised version of your value chain that you aspire towards based on what you learnt from todays. Also consider mapping the value-chains of your partners and customers to gain a better understanding of their setup.

Actionable & iterative

Translate the insights from the map into clear strategic actions to engage your partners with, and continously review it as you learn more.

Use with the Ecosystem Map

When completed alongside the Ecosystem Map Micro Method, you can compare this "inside out" view of your partnerships with an "outside in" view.

Practical bits

- The Value Chain Map Micro Method is the last page of this PDF.
- Use in the format most suited to your needs: print it out and scribble on top, scale to A1 and gather round with post-it notes, embed into Miro, Figma or your favourite presentation tool and type on top.
- Designed for rapid ideation and collaboration, it's recommended to then discuss your findings as a group and document your next steps.
- Learn more at **project-align.org/value-chain-map**

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Value Chain Map

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Company:

Created by:

Date:

Input & innovation

① Raw materials

Entities supplying materials, resources or technology

Value-flow
What do they get?
What do we get?

Tensions
What short-term inefficiencies or long-term challenges exist?

② Research & development

Innovation, academic or technology partners

Value-flow
What do they get?
What do we get?

Tensions
What short-term inefficiencies or long-term challenges exist?

Production & Market Entry

③ Certification, regulation & finance

Supporting bodies, including certification agencies, government regulators or investors

Value-flow
What do they get?
What do we get?

Tensions
What short-term inefficiencies or long-term challenges exist?

④ Production & manufacturing

Partners or contractors helping produce products & services

Value-flow
What do they get?
What do we get?

Tensions
What short-term inefficiencies or long-term challenges exist?

⑤ Distribution & sales

Distribution, commerce or logistics partners

Value-flow
What do they get?
What do we get?

Tensions
What short-term inefficiencies or long-term challenges exist?

Customer engagement & lifecycle management

⑥ Customers & end-users

Organisations (B2B) or consumers (B2C) using & buying products or services

Value-flow
What do they get?
What do we get?

Tensions
What short-term inefficiencies or long-term challenges exist?

⑦ End-of-life & circular economy

Entities helping reuse, recycle, repurpose or resell products & resources

Value-flow
What do they get?
What do we get?

Tensions
What short-term inefficiencies or long-term challenges exist?

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