Value Chain Map

v 0.2

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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