

Operational Business Model Canvas instructions

Purpose

The Operational Business Model Canvas is a tool that helps you create a best-fit operational business model for an agroforestry farm similar to yours. Use representative farm data, scenario testing, and adjustable priorities to compare options and support short-term decisions on production, management, resource use, value creation, costs, revenues, and sustainability.

An instructional video on the Operational Business Model Canvas is also available ([YouTube](#)).

Instructions

- To start, click on load data. This will open a database of representative farm types to help you get started.
- From the data menu, you can explore farm cases with real-world data from the project's Regional Agroforestry Innovation Networks in 12 different regions.
- Each dataset represents different agroforestry systems (e.g., silvopasture, livestock & production trees). Choose the farm case that is most similar to yours and click import to begin.
- Upon selecting a dataset, detailed information for crop data, livestock data, agroforestry data, practice adoption, and policy levers. You may freely edit this information to match your specific farm case.
- You may set the priorities of the core simulation through “the core simulation parameters” tab, to prioritise different objectives (e.g., gross margin, water use, etc.) The weights of these parameters must add up to 1.
- After adjusting your values, click on solve model to receive your results.
- The canvas is divided in two parts, the **back stage** and the **front stage**.
- The back stage contains the following elements:
 - **Key activities:** The tool shows the user what to produce and at what level in order to reach their selected goals.
 - **Key resources:** The tool shows the optimal use of resources (labour, land, etc.) that are required to achieve the selected goals.
 - **Key partners:** Users can see the most suitable suppliers in the market and how much of each input should be purchased.
 - **Cost structure:** The tool shows the main cost components of the plan (e.g., labour and transport costs).
- The front stage contains the following elements:
 - **Customer segments:** The tool shows the most suitable buyers or markets for different groups of crop, tree or livestock production.
 - **Value proposition:** Users can see the value created through the creation of the business plan, based on social, economic, and environmental indicators.
 - **Channels:** The tool shows the most suitable marketing channels, whether products can be sold through other channels (such as processors, or specialized buyers).
 - **Customer relationships:** The tool displays the number of customers the user is advised to maintain relationships with.
 - **Revenue streams:** The tool shows the expected revenues of the productions.

- To save your simulation, click on scenario > export, to download a .miro file (executable in the Miro app).

Pro tips

- Click on the grid view icon to view results in a more concise display, with more pivot style elements. You may then explore results in a more granular way, filtering results through different dimensions. This will not change the charts, and you may compare the results year-by-year. The charts updated automatically based on your selection.
- If you cannot access the tool, disable your adblocker, or visit af4eu.net.