elevate
Levering potentials against shortage of skilled workforce for SMEs in Europe

Business Model Canvas

Date:

Target Group

Which specific group do we want to address?
(e.g. women, older workers, low-skilled, migrants)

Key Resources

What resources are needed **internally** to make it happen? (e.g. HR capacity, budget, management support, knowledge, etc.)

Key Activities

What concrete actions do we need to take? (e.g. trainings, etc.)

Value Offers

What concrete offers or conditions can we provide to make this group join or stay?

Value for the Company

What is the benefit for the company if this group is successfully included?

Channels

How do we reach this group?
(e.g. platforms, organisations, social media etc.)

Key Partners

Who can support us in this process?
(e.g. organisations, NGOs, training providers, etc.)

Cost Structure

What costs or investments are connected to these measures?

Relationships

What kind of company culture and relationships are nedded so that this group feels welcome and included?

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