

QUESTIONS FOR FAIRPHONE CASE ASSIGNMENT

1. Familiarize yourself with the Fairphone case.
2. What is the vision of Fairphone?
3. What is the (emerging) business model of Fairphone? Please make use of the Osterwalder Business Model Canvas framework in analyzing the business model of Fairphone. The Canvas is available in the course slides and in MyCourses, but you may also use any additional material available in the internet.
4. On the basis of your analysis of Fairphone's business model at the time of case events, which elements of its business model need the most attention and improvement in the immediate future? What would you recommend Fairphone leadership to do to further develop the company's business model?
5. What is socially and ecologically sustainability in Fairphone?