



## The Value Model of Strategy

### Employees

- inclusion & diversity

### Other Businesses

- business role model

### Warby Parker

- sustainable business with a conscience



### value

Who benefits and how

### Customers

- effective, affordable eyewear with a conscience

### Environment

- harmlessness

### Charity beneficiaries

- effective free eyewear with a conscience



### residual value

Value we receive after costs

- brand equity: a good company to buy from / work for
- organic business growth
- happiness of staff
- profit

### impact

Value we deliver



- “designer eyewear at a revolutionary price”
- “leading the way for socially conscious businesses”
- improved sight & happiness



### efficiency

How we make good use of resources

- economies of scale
- efficient marketing
- design glasses in-house
- circumvent traditional supply channels
- engage with customers directly

### effectiveness

What we do to deliver the benefit



- buy-a-pair, give-a-pair
- inclusion & diversity in the workplace
- try 5 different styles at home and choose one
- 100% carbon neutral

