iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** I **Month of publication:** January 2026

DOI: https://doi.org/10.22214/ijraset.2026.76962

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue I Jan 2026- Available at www.ijraset.com

Business Model and Feasibility Study for Sustainable Product Startups

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Abstract: ***The growing emphasis on sustainability has encouraged the emergence of product-based startups that aim to balance economic viability with environmental and social responsibility. Developing an effective business model and conducting a comprehensive feasibility analysis are critical for ensuring the long-term success of such sustainable product ventures. This study examines the role of business model design and feasibility assessment in supporting the development and scalability of sustainable product startups. The research adopts a conceptual and analytical approach to evaluate key feasibility dimensions, including market potential, technical viability, financial sustainability, and environmental impact. The study highlights how integrated business models that align value creation with sustainability objectives enhance startup resilience and competitive advantage. The findings emphasize that systematic feasibility evaluation and adaptive business model strategies are essential for reducing risk, optimizing resource utilization, and achieving sustainable growth. The paper provides practical insights for entrepreneurs, investors, and policymakers involved in fostering sustainable startup ecosystems.***
Keywords: Sustainable Product Startups; Business Model Design; Feasibility Analysis; Entrepreneurial Sustainability; Startup Viability.

I. INTRODUCTION

Sustainable entrepreneurship has gained increasing attention as businesses are expected to address environmental and social challenges while remaining economically viable. Product-based startups, in particular, face growing pressure to incorporate sustainability into their core operations due to changing consumer preferences, regulatory expectations, and resource constraints. In this context, the development of a well-structured business model and a thorough feasibility study become essential for ensuring the long-term success and sustainability of new ventures. A business model defines how a startup creates, delivers, and captures value. For sustainable product startups, this process extends beyond profitability to include responsible resource utilization, environmental impact reduction, and social value creation. Effective business models enable startups to align sustainability objectives with market needs, operational capabilities, and financial performance. Without a clear and adaptable business model, sustainable product startups may struggle to scale or compete in dynamic markets. Feasibility analysis plays a critical role in assessing the practicality of transforming a sustainable product idea into a viable business. It involves evaluating multiple dimensions, including market demand, technical capability, financial requirements, and operational readiness. For sustainable startups, feasibility studies also consider environmental and regulatory factors that influence production, distribution, and long-term viability. A systematic feasibility assessment helps entrepreneurs identify risks, optimize resource allocation, and make informed strategic decisions.

Despite the growing importance of sustainability-driven ventures, many startups fail due to inadequate business planning and insufficient feasibility evaluation. This study aims to examine the significance of business model design and feasibility analysis in the context of sustainable product startups. By integrating sustainability considerations into business models and feasibility frameworks, the study seeks to provide insights that support resilient, responsible, and scalable entrepreneurial ventures.

II. LITERATURE REVIEW

A. Sustainable Entrepreneurship and Product Startups

Sustainable entrepreneurship focuses on creating ventures that generate economic value while addressing environmental and social concerns. Literature highlights that sustainable product startups differ from conventional startups due to their dual objectives of profitability and sustainability. Researchers emphasize that sustainability-oriented ventures often face unique challenges such as higher initial costs, regulatory compliance, and the need for consumer awareness. However, studies also suggest that sustainability can serve as a source of differentiation and long-term competitive advantage.

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B. Business Model Concepts in Sustainable Ventures

Business models describe how firms create, deliver, and capture value. In the context of sustainable product startups, literature expands this concept to include environmental and social value creation. Scholars argue that sustainable business models integrate circular economy principles, responsible sourcing, and eco-efficient production processes. Research indicates that alignment between sustainability goals and value propositions enhances market acceptance and operational efficiency.

C. Value Creation and Value Proposition

The value proposition is a central component of a startup's business model. Studies suggest that sustainable product startups must clearly communicate both functional benefits and sustainability attributes to customers. Literature highlights that consumers are increasingly willing to support products that demonstrate ethical production and environmental responsibility, provided quality and affordability are maintained. A strong value proposition helps startups overcome market entry barriers and build customer trust.

D. Feasibility Analysis in Startup Development

Feasibility analysis is widely recognized as a critical step in evaluating startup viability. Research identifies key dimensions of feasibility, including market feasibility, technical feasibility, financial feasibility, and operational feasibility. For sustainable product startups, environmental feasibility is also emphasized, focusing on resource efficiency and regulatory compliance. Literature suggests that comprehensive feasibility studies reduce uncertainty and enhance strategic decision-making during early venture stages.

E. Financial Sustainability and Cost Structures

Financial feasibility remains a major concern for sustainable product startups due to higher production and compliance costs. Studies indicate that innovative cost structures, efficient resource utilization, and alternative revenue models can improve financial sustainability. Literature also highlights the importance of long-term financial planning and access to green financing in supporting sustainable startup growth.

F. Role of Innovation and Technology

Innovation and technology play a vital role in enabling sustainable business models. Research suggests that technological advancements facilitate eco-friendly product design, efficient production processes, and waste reduction. Literature emphasizes that startups leveraging innovation are better positioned to achieve scalability while maintaining sustainability objectives.

G. Research Gaps and Emerging Themes

While existing studies acknowledge the importance of sustainable business models and feasibility analysis, limited empirical research focuses specifically on product-based sustainable startups. There is a need for integrated frameworks that combine business model design with comprehensive feasibility assessment. This gap highlights the relevance of the present study in contributing to sustainable entrepreneurship literature.

III. METHODS AND MATERIAL

A. Research Design

The study adopts a descriptive and analytical research design to examine how business model components and feasibility dimensions influence the viability of sustainable product startups. This design is appropriate for understanding entrepreneurial decision-making by combining conceptual analysis with empirical observations from startup ecosystems.

B. Nature of the Study

The research is exploratory in nature, focusing on identifying key factors that determine the success and feasibility of sustainable product startups. It emphasizes understanding relationships between sustainability-oriented business models and feasibility outcomes rather than establishing causal predictions.

C. Population and Sample Selection

The population of the study includes sustainable product startups, early-stage entrepreneurs, incubator-supported ventures, and startup consultants**. A** purposive sampling technique is used to select respondents who have experience in startup planning, business model development, or feasibility evaluation. This ensures that insights are drawn from informed and relevant participants.

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IV. SOURCES OF DATA

A. *Primary Data*

Primary data is collected through a **structured questionnaire and semi-structured interviews**. The questionnaire captures information related to:

1) Business model components (value proposition, revenue streams, cost structure)
2) Sustainability integration (environmental and social practices)
3) Feasibility dimensions (market, technical, financial, and operational)

Responses are measured using a **five-point Likert scale** to facilitate quantitative analysis.

B. *Secondary Data*

Secondary data is obtained from academic journals, sustainability reports, startup feasibility studies, government publications, and industry white papers. These sources support the theoretical foundation of sustainable entrepreneurship and business model analysis.

V. VARIABLES OF THE STUDY

1) Independent Variables: Business model components (value proposition, key resources, revenue model, sustainability practices)
2) Dependent Variables: Startup feasibility and long-term viability
3) Moderating Variables: Market conditions, access to finance, regulatory environment

VI. TOOLS AND TECHNIQUES OF ANALYSIS

The collected data is analyzed using **descriptive statistics** such as percentages, mean scores, and ranking methods to assess feasibility dimensions. **Analytical techniques** are applied to evaluate the alignment between business model design and startup feasibility outcomes.

VII. ETHICAL CONSIDERATIONS

The study follows ethical research guidelines by ensuring voluntary participation, respondent anonymity, and confidentiality of data. Information collected is used strictly for academic research purposes.

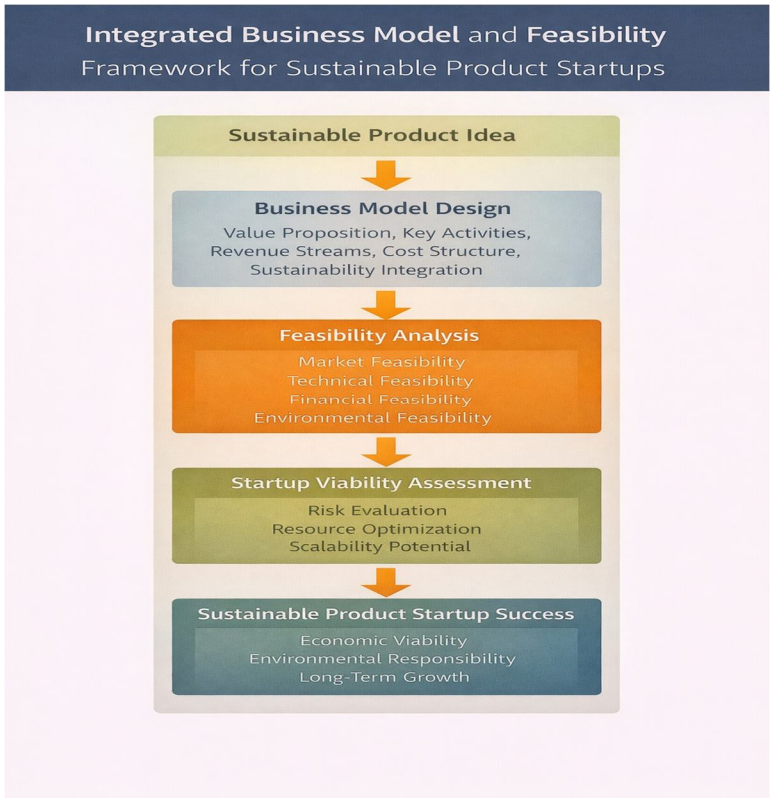


Fig : Sustainable Startup Growth Framework

VIII. CONCLUSION

A. *Summary of the Study*

This study examined the role of integrated business models and feasibility analysis in supporting the successful development of sustainable product startups. By combining strategic business model design with systematic feasibility assessment, the research highlights how startups can align economic objectives with environmental and social responsibility. The findings emphasize that sustainability-oriented ventures require structured planning beyond traditional profit-focused approaches.

B. *Key Insights on Business Model Design*

The study reveals that a well-defined business model acts as a foundation for sustainable startups by clarifying value propositions, revenue mechanisms, cost structures, and key activities. Incorporating sustainability principles into the business model enhances long-term competitiveness and stakeholder trust. Startups that embed environmental and social considerations into their core strategies are better positioned to achieve resilience and market acceptance.

C. *Importance of Feasibility Analysis*

Feasibility analysis was found to be critical in evaluating the practicality of sustainable product ideas. Market, technical, financial, and environmental feasibility assessments help entrepreneurs identify potential risks and resource constraints at an early stage. Such evaluations support informed decision-making and reduce the likelihood of failure during the startup's growth phase.

D. *Implications for Sustainable Product Startups*

The study suggests that entrepreneurs should adopt an integrated approach where business model innovation and feasibility analysis are conducted simultaneously. This approach improves strategic alignment, optimizes resource utilization, and strengthens scalability potential. Policymakers, incubators, and investors can also use this framework to support sustainable ventures through targeted funding, mentoring, and infrastructure support.

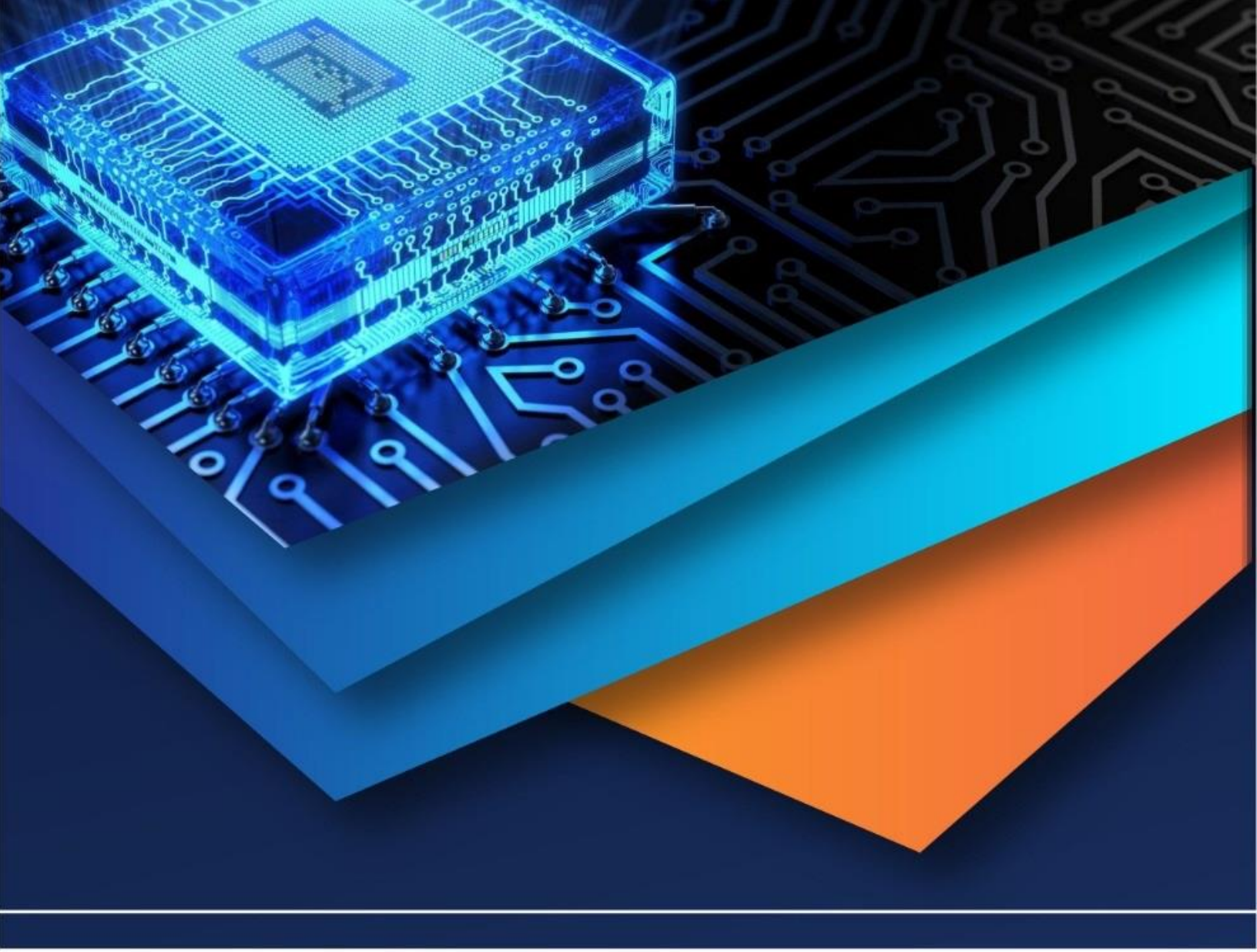
E. *Limitations and Future Research Directions*

While this study provides valuable conceptual insights, it is limited by its reliance on secondary data and conceptual analysis. Future research may include empirical validation through case studies or quantitative analysis of sustainable startups across industries. Further studies can also explore sector-specific feasibility frameworks and the role of emerging technologies in enhancing sustainability outcomes.

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