

Social Enterprise Business Model Canvas

LaunchNET Kent State Venture Tools



Social Business Model Canvas

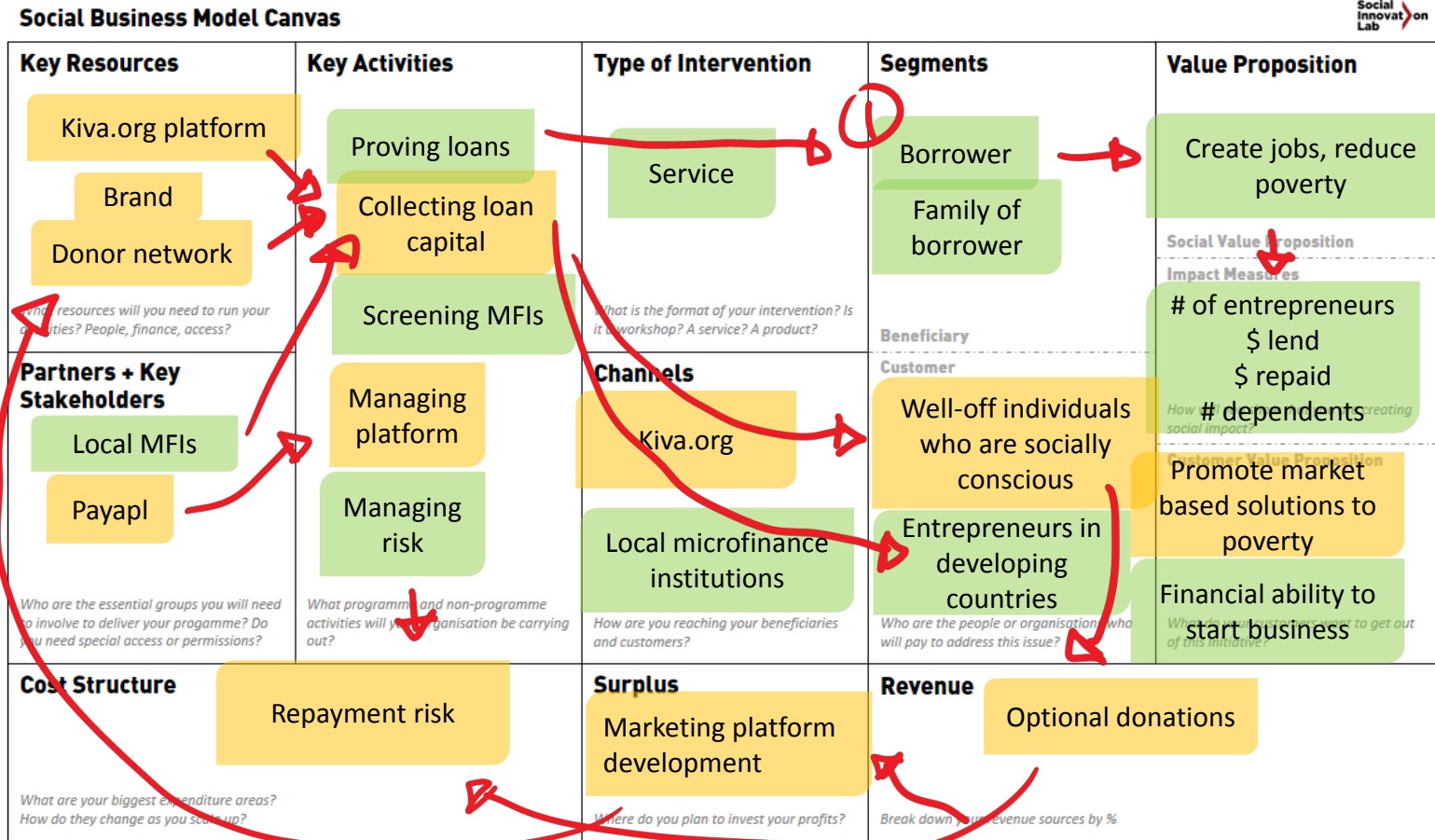
<p>Key Resources</p> <p><i>What resources will you need to run your activities? People, finance, access?</i></p>	<p>Key Activities</p>	<p>Type of Intervention</p> <p><i>What is the format of your intervention? Is it a workshop? A service? A product?</i></p>	<p>Segments</p> <p>Beneficiary</p>	<p>Value Proposition</p> <p>Social Value Proposition</p> <p>Impact Measures</p>
<p>Partners + Key Stakeholders</p> <p><i>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</i></p>	<p><i>What programme and non-programme activities will your organisation be carrying out?</i></p>	<p>Channels</p> <p><i>How are you reaching your beneficiaries and customers?</i></p>	<p>Customer</p> <p><i>Who are the people or organisations who will pay to address this issue?</i></p>	<p><i>How will you show that you are creating social impact?</i></p> <p>Customer Value Proposition</p> <p><i>What do your customers want to get out of this initiative?</i></p>
<p>Cost Structure</p> <p><i>What are your biggest expenditure areas? How do they change as you scale up?</i></p>		<p>Surplus</p> <p><i>Where do you plan to invest your profits?</i></p>	<p>Revenue</p> <p><i>Break down your revenue sources by %</i></p>	

Inspired by The Business Model Canvas

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A sample Canvas, using the organization Kiva (kiva.org), as the target example.



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