PURPOSE

Why our organisation exists beyond financial gain

TOP THREE PROBLEMS: *For our customers and/or beneficiaries*

MISSION

What our company does to realise its purpose

KEY RESOURCES

What key resources does our value proposition and channels require ? e.g. human, financial ...

KEY METRICS

SOCIAL & ENVIRONMENTAL IMPACT +/-

How will we know if our solution is on track to having a positive impact? e.g. Theory of Change, SDGs and IRIS+ (GIIN) indicators.

UNINTENDED CONSEQUENCES

How will we know if our solution is having positive or negative impact?

VALUE PROPOSITION

How does our solution address the top three problems for customers and/or beneficiaries?

CUSTOMER BEHAVIOUR

How will we know if our solution is working? What activities are we measuring?

SOLUTION

What are the top three things that we offer to customers and/or beneficiaries?

WHO WE SERVE

CUSTOMERS

A person or organization who is willing to pay us for our solution.

BENEFICIARIES

A person or organisation who benefits from the value created by our product or service, though they might not be the one to pay for it.

INFLUENCERS, PARTNERS & STAKEHOLDERS

Who are the essential groups we will need to involve? Do we need special access or permissions? Who might influence the buying decisions of our customers?

COST STRUCTURE

What are our biggest expenditures? What are our fixed and variable costs?

REVENUE STREAMS

How will we actually make money from this social venture? e.g subscription, freemium etc...

SURPLUS

Where do we plan to invest our surplus?

CHANNELS

How will we communicate and reach our customers to deliver our Value Proposition?

SOCIAL VENTURE CANVAS v.2.2 Designed by Umesh Pandya, @the-uMe
Inspired by the Business Model Canvas
Download from: www.socialventurecanvas.com

Creator:

Date: