

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><i>What programme and non-programme activities will your organisation be carrying out?</i></p>	<p>Type of Intervention ②</p> <p><i>What is the format of your intervention? Is it a workshop? A service? A product?</i></p>	<p>Segments ①</p> <p>Beneficiary <i>Who benefits from your intervention?</i></p>	<p>Value Proposition ③</p> <p>Beneficiary Value Proposition</p> <p>Impact Measures</p> <p><i>How will you show that you are creating social impact?</i></p> <p>Customer Value Proposition ⑤</p> <p><i>What do your customers want to get out of this initiative?</i></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>Channels ⑥</p> <p><i>How are you reaching your users and customers?</i></p>	<p>Customer ④</p> <p><i>Who are the people or organisations who will pay to address this issue?</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>	