SOCIAL BUSINESS MODEL CANVAS

PROJECT: KIVA

TANDEMIC

Key Resources

- Kiva.org platform
- Brand
- Donor network

What resources will you need to run your activities? People, finance, access?

Key Activities

- Proving loans
- Collecting loan capital
- Screening MFIs
- Managing platform
- Managing risk

What programme and non-programme activities will your organisation be carrying out?

Type of Intervention (2)

- Micro loans

What is the format of your intervention? Is it a workshop? A service? A product?

Segments (1)

Beneficiary

- Entrepreneurs in developing countries
- Family of entrepreneur

Who benefits from your intervention?

Customer

- Well-off individuals who are socially conscious
- Borrower

Who are the people or organisations who will pay to address this issue?

Value Proposition (3)

Beneficiary Value Proposition

- Financial ability to start business

Impact Measures

- # of entrepreneurs
- $ lend
- $ repaid
- # dependents

Customer Value Proposition (5)

- Promote market based solutions to poverty

What do your customers want to get out of this initiative?

Partners + Key Stakeholders

- Local MFIs
- PayPal

Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?

Channels (6)

- Kiva.org
- Local microfinance institutions

How are you reaching your users and customers?

Cost Structure

- Staff
- Online platform
- Repayment risk

What are your biggest e
How do they change as

Surplus

- Marketing & platform development

ofits?

Revenue

- Optional donations
- Loans

Break down your revenue sources by %

Inspired by The Business Model Canvas