

Social Business Model Canvas



Key Resources What resources will you need to run your activities? People, finance, access?	Key Activities What programme and non-programme activities will your organisation be carrying out?	Type of Intervention 2 What is the format of your intervention? Is it a workshop? A service? A product?	Segments 1 BeneficiaryWho benefits from your intervention?	Value Proposition 3 Beneficiary Value Proposition Impact Measures How will you show that you are creating social impact?
Partners + Key Stakeholders Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?		Channels 6 How are you reaching your users and customers?	Customer 4 Who are the people or organisations who will pay to address this issue?	Customer Value Proposition 5 What do your customers want to get out of this initiative?
Cost Structure What are your biggest expenditure areas? How do they change as you scale up?		Surplus Where do you plan to invest your profits?	Revenue Break down your revenue sources by %	