VISION

Why our organisation or solution exists

TOP THREE PROBLEMS: *For both our Customers and Beneficiaries*

KEY RESOURCES

What key resources do our value propositions and distribution channels require now and then to scale? e.g. human, financial ...

KEY METRICS

BENEFICIARY & SOCIETAL +/- IMPACT

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

CUSTOMER BEHAVIOUR

How will we know if our solution is working? What activities are we measuring? e.g. AARRR (Pirate Metrics); Acquisition, Activation, Retention, Referral and Revenue.

VALUE PROPOSITION

BENEFICIARIES

CUSTOMERS

What problems do we solve and how do we solve them? How does our solution help our customers and beneficiaries? This should address the Top Three Problems.

SOLUTION

BENEFICIARIES

CUSTOMERS

What are the top three things that we offer to both our customers and beneficiaries?

WHO ARE WE SERVING?

BENEFICIARIES

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

CUSTOMERS

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

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?

REVENUE STREAMS

SURPLUS

Where do we plan to invest our surplus?

CHANNELS

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

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SOCIAL VENTURE CANVAS v.1.8. Designed by Umesh Pandya, @the-uMe

Inspired by: Business Model Canvas, Lean Canvas, Mission Model Canvas
Social Business Model Canvas (There are many) and The Social Lean Canvas.

Creator:

Date: