

PURPOSE

TOP THREE PROBLEMS: For both our Customers and Beneficiaries

Why our organisation or solution exists

<p>KEY RESOURCES</p> <p>What key resources do our value propositions and distribution channels require now and then to scale? e.g. human, financial ...</p>	<p>KEY METRICS</p> <p>SOCIAL & ENVIRONMENTAL IMPACT +/- <i>How will we know if our solution is having positive or negative 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.</i></p> <p>CUSTOMER BEHAVIOUR</p> <p><i>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.</i></p>	<p>VALUE PROPOSITION</p> <p>BENEFICIARIES</p> <p>CUSTOMERS</p> <p><i>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.</i></p>	<p>SOLUTION</p> <p>BENEFICIARIES</p> <p>CUSTOMERS</p> <p><i>What are the top three things that we offer to both our customers and beneficiaries?</i></p>	<p>WHO ARE WE SERVING?</p> <p>BENEFICIARIES <i>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.</i></p> <p>CUSTOMERS <i>A person or organization who is willing to pay us for our solution.</i></p>
<p>COST STRUCTURE</p> <p>What are our biggest expenditures?</p>	<p>REVENUE STREAMS</p>	<p>SURPLUS</p> <p><i>Where do we plan to invest our surplus? Where do we plan to invest our surplus?</i></p>	<p>CHANNELS</p> <p><i>How will we communicate and reach our customers and beneficiaries to deliver our Value Proposition?</i></p>	<p>INFLUENCERS, PARTNERS & STAKEHOLDERS <i>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?</i></p>

