

PURPOSE

TOP THREE PROBLEMS: For customers and/or beneficiaries

Why our organisation exists beyond financial gain?

KEY RESOURCES

What key resources does our value proposition and channels require ? e.g. human, financial ...

KEY METRICS

SOCIAL & ENVIROMENTAL IMPACT +/-

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.

CUSTOMER BEHAVIOUR

How will we know if our solution is working? What activities are we measuring?

VALUE PROPOSITION

How does our solution solve the top three problems for customers and/or beneficiaries?

SOLUTION

What are the top three things that we offer to customers and/or beneficiaries?

WHO ARE WE SERVING?

BENEFICIARIES

A person or organisation who benefits from the value created by our 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.

COST STRUCTURE

What are our biggest expenditures?
What are our fixed and variable costs?

REVENUE STREAMS

How will we actually make money from this social venture? e.g subscription, freemium etc...

SURPLUS

Where do we plan to invest our surplus?

CHANNELS

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

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?

