

Name of Social Enterprise / Idea

How will you go about achieving your North Star?



STRATEGY

PROBLEMS & OPPORTUNITIES

Social Needs

Business/Industry

THE IDEA

Your social enterprise in a nutshell.

SEGMENTS

Beneficiary

Characteristics of your target beneficiaries.

VALUE PROPOSITION

Social Value Proposition

What do your beneficiaries gain from your solution?
How is your solution better than the next alternatives?

KEY OFFERINGS

Key products and services.

Customer

Characteristics of people or organisations who will pay for your offerings.

Business Value Proposition

What do your customers gain from your solution?
How is your solution better than the next alternatives?

KEY ACTIVITIES & PROCESSES

What are the key activities & processes in making your SE work?

KEY RELATIONSHIPS & CHANNELS

How are you reaching and attracting your customer?

FINANCIAL MODEL

Revenue

What are your key revenue streams?
How does it correspond to your target customers?

Costs

What are your key expenditure items
including one-time and recurrent expenditures?

KEY RESOURCES

What resources do you need to implement your idea?
Which assets do you already own?

KEY PARTNERS

Who & how can partners help your SE achieve success?

SOCIAL VALUE INDICATORS

How will you measure progress for your social mission? What are your targets?

OPERATIONS