

SOCIAL ENTERPRISE MODEL CANVAS

Name of Social Enterprise / Idea



<p>PROBLEMS & OPPORTUNITIES</p> <p>Social Needs Business/Industry</p> <p>What are the identified pain points? What gaps in the markets do you address?</p>	<p>SEGMENTS</p> <p>Beneficiary</p> <p>Characteristics of your target beneficiaries.</p>	<p>KEY ACTIVITIES</p> <p>What are the key activities that are critical to making your SE work?</p>	<p>KEY CHANNELS</p> <p>How are you reaching and attracting your customer base?</p>
	<p>Customer</p> <p>Characteristics of people or organisations who will pay for your offerings.</p>	<p>KEY RESOURCES</p> <p>What resources do you need to implement your idea? Which assets do you already own?</p>	<p>KEY PARTNERS</p> <p>What third-parties are key to your success? Do you need special access or approval?</p>
<p>THE IDEA</p> <p>Your social enterprise venture in a nutshell.</p>	<p>VALUE PROPOSITION</p> <p>Social Value Proposition</p> <p>What do your beneficiaries gain from your solution? How is your solution better than the next best alternatives?</p>	<p>FINANCIAL MODEL</p> <p>Costs</p> <p>What are your key expenditure items including one-time and recurrent expenditures?</p>	<p>Revenue</p> <p>What are your key revenue streams and how they correspond to your target customers?</p>
<p>KEY OFFERINGS</p> <p>Key products and services.</p>	<p>Business Value Proposition</p> <p>What do your customers gain from your solution? How is your solution better than the next best alternatives?</p>	<p>SOCIAL VALUE INDICATORS</p> <p>How will you measure progress for your social mission? What are your targets?</p>	