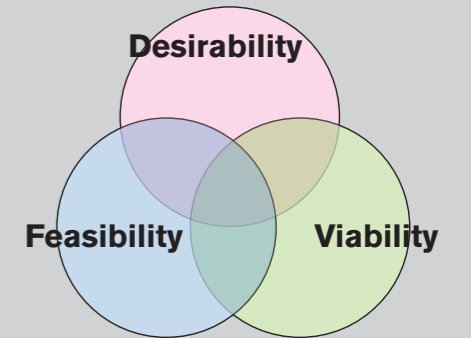


Social Business Model Canvas

group:

date:

version:



The Concept (and why it matters):

Key Activities / Technologies:

What are key activities the value proposition requires?
What are key technologies we rely on to make it work?
Which activities can we perform in-house, which one will be external?

Key Partners

Which partners will we need to deliver the value proposition?
Do we need regulatory partners?
Do we need special access or permissions?

Key Resources / Infrastructure

Which resources will we need to develop the value proposition?
– Which ones to run it?
Do we need to tap into key infrastructure (e.g. data or public systems)?

Cost Structure

What will be the biggest expense areas?
– to set up
– to run?
– to scale?

Value Proposition

What do we offer?
Which needs does it serve?
What is the underlying problem we are addressing?

What are needs and motivations of other key stakeholders/groups?
Who might be disadvantaged by our value proposition?
How do we address these points?

What will customers and/or investors get out of the offering?

Channels

How do we reach beneficiaries?

How do we reach other stakeholders?

How do we reach/communicate with customers/investors?

Beneficiaries/Stakeholders

Who benefits?

Who else will be involved/affected (key stakeholders)?

Who will pay for or invest?

Revenue Model

Revenue

- Can the beneficiary pay?
- How would they like to pay?
- What are additional revenue sources?

Surplus

- How will we invest profits?

Impact Indicators

- How will we know when we succeed'?
- Can we track early indicators?
- What will we measure (impact? KPI's?)