# Social Business Model Canvas

## 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?

### Channels
How do we reach beneficiaries?

### Beneficiaries/Stakeholders
Who benefits?

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

### Feasibility
How do we reach other stakeholders?
Who else will be involved/affected (key stakeholders)?

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

### Revenue Model
**Revenue**
– Can the beneficiary pay?
– How would the 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? KPIs?)