



# SOCIAL ENTERPRISE CANVAS

COMPANY NAME

SOCIAL IMPACT CANVAS									
VALUE PROPOSITION		MARKET		IMPLEMENTATION				FINANCIAL	
IMPACT	BENEFICIARIES	MACRO SOCIAL ENVIRONMENT	COMPETITION	OUTREACH	ACTIVITIES	RESOURCES	PARTNERS	SURPLUS	DONATIONS
What Problem are you trying to solve?  What is the market failure?  What value will you deliver to beneficiaries?	Who are the people that will benefit from your social enterprise?	What is your target geographic impact area for beneficiaries?  What are the social changes taking place that affect your impact now and in the future?	Who else plays in your space?  Why is your solution better or how does your solution better meet an unfulfilled need?	How do you reach the beneficiaries?	What key activities are needed to fulfill your social impact?	What resources do you need to fulfill your social impact? (i.e. physical, intellectual, human, financial)	Who helps you make your impact work? (i.e. strategic partners)	What happens with profits?  Where do you plan to reinvest profits?	Will you be soliciting donations?  What aspects of your value proposition require donations?  What activities require donations?  What resources require donations?  What aspects of your outreach require donations?

BUSINESS MODEL CANVAS											
VALUE PROPOSITION		MARKET			IMPLEMENTATION					FINANCIAL	
VALUE PROPOSITION	CUSTOMERS	MARKET SIZE	MARKET TYPE	COMPETITION	CHANNELS	CUST. RELATIONS	KEY ACTIVITIES	KEY RESOURCES	KEY PARTNERS	REVENUE STREAMS	COST STRUCTURE
What value do we deliver to the customers?  Which one of our customer's problems are we helping solve?  Which customer needs are we satisfying?  What bundles of products and services are we offering to each customer segment?	For whom are we creating value?  Who are our most important customers?	What is the total number of target customers in each customer segment?  What is the assumed penetration rate for your category of product/service?	New market vs. existing market  Examples: - Mass Market - Niche Market - Segmented Market - Diversified Market - Multi-Sided Platforms	What are the existing companies in your market segment?  What are the existing companies in adjacent market segments?  What are our differentiators from competitors?	Through which channels do our customer segments want to be reached?  How are we reaching them now?  How are our channels integrated?  Which channels are most cost-efficient?  How are we integrating channels with customer routines?	What type of relationship does each customer segment expect us to establish and maintain with them?  Which customer relationships have we established?  How costly are our customer relationships?  How integrated are our customer relationships with the rest of our business model?	What key activities do our value propositions require?  What key activities do our distribution channels require?  What key activities do our customer relationships require?  What key activities do our revenue streams require?	What key resources do our value propositions require?  What key resources do our distribution channels require?  What key resources do our customer relationships require?  What key resources do our revenue streams require?	Who are our key partners?  Who are our key suppliers?  Which key resources are we acquiring from partners?  Which key activities do partners perform?	For what value are our customers willing to pay?  For what do our customers currently pay?  How are they currently paying?  How would they prefer to pay?  How much does each revenue stream contribute to overall revenues?	What are the most important costs inherent in our business model?  Which key resources are most expensive?  Which key activities are most expensive?