

BUSINESS MODEL CANVAS & BUSINESS PLANNING TOOLS

HOW TO USE THIS RESOURCE



Social Business Model Canvas

Print, trace or draw the boxes on **page 2 or 3**
or use the list on **page 4**

- **Complete** the boxes or the write under the bullet points
- Use the **pointers/additional info** to guide you
- Try to focus on how you will **create, deliver & capture value**

Social Business Model Canvas

<p>Key Resources</p> <p>What resources will you need? People, finance, access?</p>	<p>Key Activities</p> <p>What programme & non-programme activities will your organisation be carrying out?</p>	<p>Type of Intervention</p> <p>What is the format of your intervention? Is it a workshop? Service? Product?</p>	<p>Segments</p> <p>Beneficiary</p> <hr/> <p>Customer</p> <p>Who are the people or organisations who will pay to address this issue?</p>	<p>Value Proposition</p> <p>Social Value Proposition</p> <hr/> <p>Impact measures</p> <p>How will you show that you are creating social impact?</p> <hr/> <p>Customer Value Proposition</p> <p>What do your customers want to get out of this initiative?</p>
<p>Partners + Key Stakeholders</p> <p>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permission?</p>		<p>Channels</p> <p>How are you reaching your beneficiaries & customers?</p>		
<p>Cost Structure</p> <p>What are your biggest expenditure areas? How do they change as you scale up?</p>		<p>Surplus</p> <p>Where do you plan to invest your profits?</p>	<p>Revenue</p> <p>Break down your revenue sources by %</p>	

Social Business Model Canvas

Key Resources

What resources will you need?
People, finance, access?

Key Activities

What programme &
non-programme activities will your
organisation be carrying out?

Type of Intervention

What is the format of your
intervention? Is it a workshop?
Service? Product?

Segments

Beneficiary

Customer

Who are the people or
organisations who will pay to
address this issue?

Value Proposition

Social Value Proposition

Impact measures

How will you show that you are
creating social impact?

Customer Value Proposition

What do your customers want to
get out of this initiative?

Partners + Key Stakeholders

Who are the essential groups you
will need to involve to deliver your
programme? Do you need special
access or permission?

Channels

How are you reaching your
beneficiaries & customers?

Cost Structure

What are your biggest expenditure areas?
How do they change as you scale up?

Surplus

Where do you plan to invest your
profits?

Revenue

Break down your revenue sources by %

Social Business Model Canvas

- **Key Resources** – What resources will you need? People, finance, access?
- **Key Activities** – What programme & non-programme activities will your organisation be carrying out?
- **Type of Intervention** – What is the format of your intervention? Is it a workshop? Service? Product?
- **Segments** – Beneficiary / Customer – Who are the people or organisations who will pay to address this issue?
- **Value Proposition** – Social Value Proposition / Impact measures – How will you show that you are creating social impact?
Customer Value Proposition – What do your customers want to get out of this initiative?
- **Partners + Key Stakeholders** – Who are the essential groups you will need to involve?
- **Channels** – How are you reaching your beneficiaries & customers?
- **Cost Structure** – What are your biggest expenditure areas? How do they change as you scale up?
- **Surplus** – Where do you plan to invest your profits?
- **Revenue** – Break down your revenue sources by %