BUSINESS MODEL CANVAS & BUSINESS PLANNING TOOLS HOW TO USE THIS RESOURCE

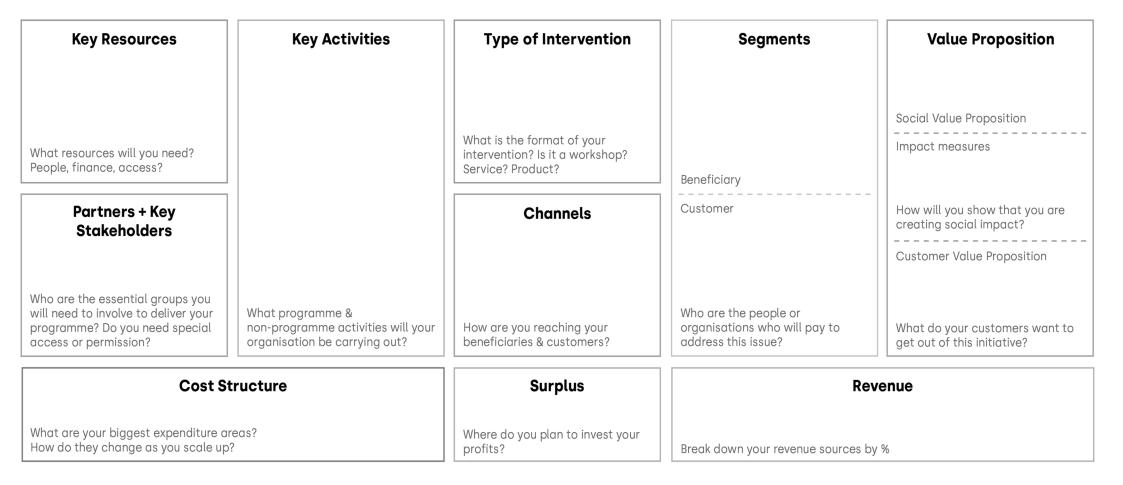
Print, trace or draw the boxes on **page 2 or 3** or use the list on **page 4**

- **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



Social Business Model Canvas

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

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- 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 %