

THE SOCIAL BUSINESS MODEL CANVAS

Social Venture:

Mission/Vision:

MARKET

CUSTOMER SEGMENTS



Who are the people who will buy your product/service?

Who are the people who will benefit?

MACRO ECONOMIC ENVIRONMENT



What is your target geographic market?

What are the economic, social, and technological changes taking place that affect your market now and in the future?

COMPETITORS



Who else plays in your space?

Why is your solution better or meets an unfulfilled need?

VALUE PROPOSITION



What problem are you trying to solve?

What is the market failure?

What value will you deliver to beneficiaries?

...to payers?

...to funders/donors?

How will you measure social impact?

IMPLEMENTATION

PARTNERS



Who helps you make your business model work (i.e. suppliers, distributors, strategic partners)?

SALES + MARKETING



What is your sales and marketing plan?

How do you reach the beneficiaries?

How do you reach the payers?

What type of relationship does each customer segment need/expect?

ACTIVITIES + RESOURCES



What key activities will your venture focus on to be successful?

What resources do you own or need to acquire/develop (resource categories: physical, intellectual, human & financial)?

What will you personally do in a typical day during the SIF fellowship?

COST STRUCTURE

What are the major cost drivers?



REVENUE STREAMS

Who pays for what?

Donations versus earned income?

