SOCIAL BUSINESS CANVAS

Designed for:

Date:

Version:

PROBLEM

What is the problem you have identified from a personal and societal point of view?
What is the difference between the universal and particular problem?

What is the existing unjust equilibrium? Who is being disadvantaged?
How do you change the equilibrium so everyone benefits?

How is the problem currently addressed?

ACTIVITIES

What activities are you doing to deliver the Value Proposition?
What are the physical actions and what are the spiritual actions?

VALUE PROPOSITION

What value do you deliver your user/customer?

SOCIAL BENEFIT

What is the increase in welfare to society?
Direct benefits:

Indirect benefits:

TARGET SEGMENTS

User/Customer
For whom are you producing value?

Funder
Who pays for the value if not the user/customer?

CHANNELS

How do you reach your Target Segments?

PARTNERS

Who is going to help you and what help are they providing?

RESOURCES

What physical, intellectual, financial and human resources do you require to create value?

KEY METRICS

What key metrics will you use to measure how your business is doing and how will you be measured externally?
Internal metrics:

External metrics:

REGULATOR

Consider official and unofficial.

COST STRUCTURE

What are your fixed and variable costs?

List what you give:

FUNDING STRUCTURE

What are your sources of revenue? Consider how you make funding sustainable.

List what you get:

Ver. 2.8

Social Business Canvas is adapted from The Business Model Canvas (businessmodelgeneration.com) and Lean Canvas (leanstack.com/lean-canvas/).
Designed by: **Make Happy Ltd**. Helping social entrepreneurs build profitable and sustainable businesses which contribute to a more equitable and happy world.
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