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 PROPOSITIONS
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?

Regulator
Consider official and unofficial.

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 are you going to use to measure how your business is doing and how will you be measured?
Internal metrics:

External metrics:

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. 2.4

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