

INSERT LOGO/
SOCIAL ENTERPRISE NAME

'SOCIAL ENTERPRISE' BUSINESS MODEL CANVAS

SOCIAL PURPOSE - What is your social enterprises purpose?

BENEFICIARIES - Who are the people or community that will benefit from your social enterprises social purpose?

Who will help you?

KEY PARTNERS

- Who are your key partners/ suppliers?

How do you do it?

KEY ACTIVITIES

- What key activities do you need to undertake to deliver your value proposition?

What do you do?

VALUE PROPOSITION

- What core value do you deliver to your customers?

Who do you help?

CUSTOMER SEGMENTS

- Who are the people you're selling the product or service to?

What do you need?

KEY RESOURCES

- What key resources will you need for your social enterprise? Consider physical, finance tech, & human resources.

How do you reach them?

DISTRIBUTION CHANNELS

- Through which channels will you reach and engage with your customers?

How will you measure impact?

IMPACT MEASUREMENT

- What social impact will you measure and how?

What will it cost? How much will you make?

COST STRUCTURE and REVENUE STREAM

- What is your total annual costs?
- What is your total annual revenue?

How are you reinvesting?

PROFITS

- What % of profit will be reinvested into the purpose? And in what areas of the social enterprise?