

THE SOCIAL BUSINESS MODEL CANVAS

Social venture:

IMPLEMENTATION

PARTNERS



Who helps you to deliver your activities?

DELIVERY



What activities do you do?

What resources do you own?

SALES + MARKETING



What is your sales and marketing plan?

How do you reach your customers?

SOCIAL VALUE PROPOSITION



What difference are you making?

What social impact measures do you use?

MARKET

CUSTOMER SEGMENTS



How do you work with people who buy your product/service?

Who are the people that benefit?

MACRO ECONOMIC ENVIRONMENT



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 are you different?

FINANCE

COST OF DELIVERY



SURPLUS



Where do you intend to reinvest this?

REVENUE

