SOCIAL ENTERPRISE CANVAS

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| **MISSION STATEMENT**  What is your goal and purpose? This should be rooted and connected with your personal mission. Measure all your decisions to make sure they are supporting this mission. | | | | | | **EXTERNALITIES**  Who else benefits from what you are doing and how? Whom are you helping? Looking at this can highlight potential additional revenue streams by trying to capture some of this value. |
| **PROBLEM**  What are the critical problems of the target group? (From their perspective? Give some research ideas!) | **KEY ACTIVITIES**  What are the key activities that we perform? | **VALUE PROPOSITION**  What value do we deliver to our target group? (From their perspective?) | | **BENEFICIARY RELATIONSHIPS**  What benefits would we gain? Is it a personal relationship? | **BENEFICIARIES**  For who are we creating value? Who are ’early adaptors’? (People who need are solution most and are most likely to adapt it.) |
| **SOLUTION**  How to solve these problems? | **KEY METRICS**  What are the numbers we measure to now if we are successful or not? Consider both social impact and financial metrics. | **CHANNELS**  How do we gain access tot he target group? How do we deliver the goods or the service? | **KEY PARTNERS**  Who are our key partners? Which key activities are they performing? | **EXTERNALITIES**  What unintended effects are you having on the target group, stakeholders, other people or institutions? Try to minimize them, and make sure to have a positive balance. |
| **COST STRUCTURE**  What are the key elements of our costs? | | | **FINANCIAL SUSTAINABILITY**  What are the different sources that we generate income from? | | |