

Social Business Model Canvas

IMPLEMENTATION

THE TEAM

What competencies/strengths do you have?
What values do you hold?
What do you love to do?

KEY RESOURCES

People, machines, rights/licenses? Which advisors and investors do you want to work with?

PARTNERS/STAKEHOLDERS

Who are your most important partners?

KEY ACTIVITIES

Which services or product will be offered?

VALUE CREATION

SOCIAL UNIQUE VALUE PROPOSITION

What do you offer, and why is it better than other alternatives?

SOCIAL IMPACT MEASUREMENT

How are the social effects created by the business reported?

CUSTOMER VALUE

What do customers want from this product or service?

RESULTS

What will the surplus/profit be used for?

THE MARKET

TARGET GROUP FOR THE OPERATIONS

Who benefits directly from the offering?

CUSTOMERS

Who is the paying customer?

SALES CHANNELS

For the target group and customer.

COMPETITORS

Who else is doing what you want to do?

REVENUES

What do the estimated revenues look like

COSTS

What do the various estimated costs look like?