

SOCIAL BUSINESS CANVAS

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Idea Title: Giggles

What is a Social Business Canvas ?

A social business canvas is a tool that helps individuals and organizations create a strategic plan for a social business or social enterprise. It is a visual framework that breaks down the key elements of a social business into manageable components, making it easier to analyze and plan for each aspect.

Similar to the Business Model Canvas, the Social Business Canvas consists of nine key elements:

- Customer Segments: Identifying the target customers and their needs.
- Value Proposition: Defining the unique value that the social business provides to its customers.
- Channels: Deciding how the social business will reach and engage with its customers.
- Customer Relationships: Defining the type of relationships the social business will have with its customers.
- Revenue Streams: Identifying the different sources of revenue for the social business.
- Key Activities: Identifying the critical activities required to operate the social business.
- Key Resources: Identifying the resources required to support the social business.
- Key Partnerships: Identifying the key partnerships required to support the social business.
- Cost Structure: Identifying the costs associated with operating the social business.

The Social Business Canvas helps social entrepreneurs and organizations to think through each of these elements in a systematic way, leading to a more comprehensive understanding of the social business and a better chance of success.

Giggles Social Business Canvas : A Summary

The idea presented in this scenario is Giggles, an online marketplace for pre-loved toys that aims to reduce clutter, curtail waste, and promote circularity. The following is a description of a social business canvas for this idea:

Key Partners:

- Suppliers of pre-loved toys (individuals and organizations)
- Social and environmental organizations that promote sustainability
- Buyers who want to purchase cheap pre-loved toys, esp. educational ones.

Key Activities:

- Operating and maintaining the online platform
- Managing inventory and supply chain
- Curating the toys and ensuring quality
- Marketing and promoting the platform
- Educating users on sustainability

Key Resources:

- A robust and secure online platform
- A team of professionals with expertise in technology, logistics, marketing, and sustainability
- Access to a wide range of pre-loved toys
- Reliable shipping and payment gateways

Value Proposition:

- Provides a convenient and affordable way for parents to buy and sell pre-loved toys
- Reduces clutter and curtails waste by promoting circularity
- Promotes environmental and social sustainability

IIITD Social Entrepreneurship

- Provides a platform for parents to give back to the community by donating or selling their toys

Customer Segments:

- Parents of young children
- Toy collectors
- Socially conscious consumers

Channels:

- Online marketing and advertising
- Social media platforms
- Influencer marketing
- Collaborations with social and environmental organizations

Customer Relationships:

- Providing excellent customer service
- Engaging with customers on social media
- Responding to customer feedback and suggestions
- Building a community of users who share common values and interests

Revenue Streams:

- Commission on sales
- Subscription fees (if any)
- Advertising revenue

Cost Structure:

- Technology and platform development costs
- Operational costs such as logistics and inventory management
- Marketing and advertising costs
- Salaries and wages for employees

IIITD Social Entrepreneurship

Overall, Giggles aims to provide a sustainable solution to the problem of waste generated by the toy industry. The business model is built on circularity, which benefits both the environment and the customers. The key to success lies in providing a convenient and user-friendly platform that encourages people to buy, sell, and donate pre-loved toys.

Attached to Report : Social Business Canvas and Value Proposition Canvas

Key Resources



Online marketplace platform

Marketing and social media presence

Storage and inventory management

Relationships with toy manufacturers for sourcing new and quality preloved toys

Partners + Key Stakeholders



Toy manufacturers for sourcing new and quality preloved toys

Parents and families with young children

NGOs or charitable organizations working towards reducing waste and bridging early childhood capitalism and economic divide created by toys

Key Activities



Marketing and promoting the platform

Building relationships with stakeholders

Sourcing preloved toys from sellers

Curating and cleaning toys

Listing toys for sale on the platform

Managing orders and logistics

Type of Intervention



Circular economy model for toys

Reducing waste

Bridging early childhood capitalism and economic divide created by toys

Channels



Online marketplace platform

Word-of-mouth

Social Media

Segments



Parents and families with young children looking for affordable and quality toys

Kids who will benefit from the toys and have access to a larger variety of toys

Beneficiary

Customer

Individuals or organizations looking to sell their unused or preloved toys

Value Proposition



Affordable and quality preloved toys

Convenience of selling unused or preloved toys

User Value Proposition

Impact Measures

Reduction in waste and environmental impact

Bridging early childhood capitalism and economic divide created by toys

Customer Value Proposition

Opportunity to make money from unused or preloved toys

Convenient and hassle-free selling process

Cost Structure

Operational costs (staff, storage, logistics)

Marketing and promotion costs

Platform development and maintenance costs



Surplus

Surplus will be reinvested in the platform development and to expand the impact



Revenue

Revenue will be generated through a commission on the sales made on the platform

Revenue generated through ads on the platform.



GIGGLES VALUE PROPOSITION

VALUE PROPOSITION



CUSTOMER SEGMENT

