Social Business Model Canvas



Key Resources	Key Activities	Type of Intervention	Segments	Value Proposition
What resources will you need to run your activities? People, finance, access?		What is the format of your intervention? Is it a workshop? A service? A product?		Social Value Proposition Impact Measures
Partners + Key Stakeholders		Channels	Beneficiary Customer	How will you show that you are creating social impact?
				Customer Value Proposition
Who are the essential groups you will need to involve to deliver your progamme? Do you need special access or permissions?	What programme and non-programme activities will your organisation be carrying out?	How are you reaching your beneficiaries and customers?	Who are the people or organisations who will pay to address this issue?	What do your customers want to get out of this initiative?
Cost Structure		Surplus	Revenue	
What are your biggest expenditure areas? How do they change as you scale up?		Where do you plan to invest your profits?	Break down your revenue sources by %	