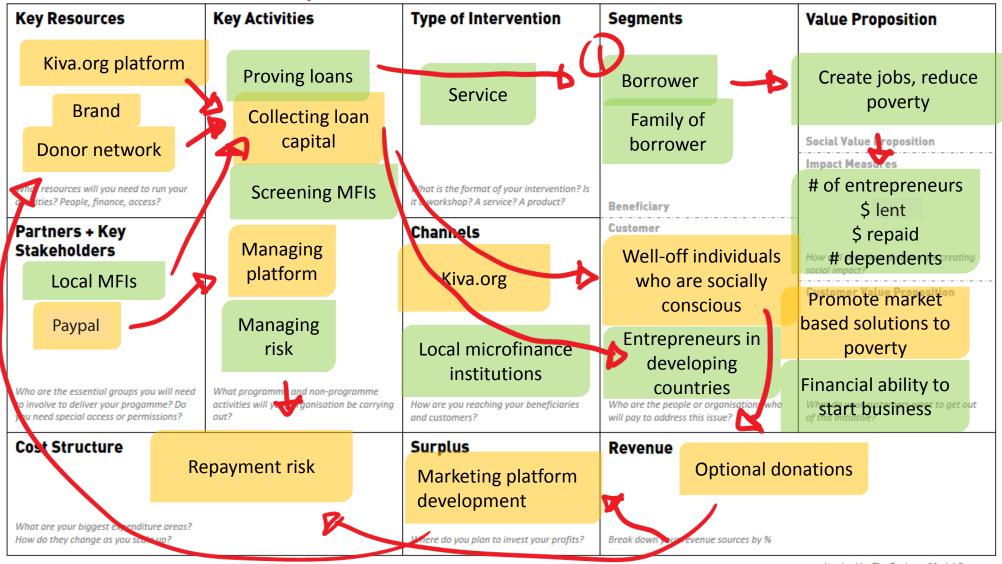
## SOCIAL BUSINESS MODEL CANVAS



Key Resources	Key Activities	Type Of Intervention	Segments	Value Proposition
				Social Value Proposition
				Impact Measures
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?	Beneficiary	
Partners & Key		Channels	Customer	
Stakeholders				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 programme? Do you need special access or permissions?	What programme and non-programme activities will your organization be carrying out?	How are you reaching your beneficiaries and customers?	Who are the people or organizations 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 %	

## **Social Business Model Canvas - Example**





Inspired by The Business Model Canvas