Social Business Model Canvas

virtual collaboration template

People 1 - 8
Time 8+ hours
Difficulty Intermediate

What is the Social Business Model Canvas?

The Social Business Model Canvas allows you to work with your team to easily map out your social mission and social business building blocks to maximize your overall social impact goals.

From understanding the needs of the communities experiencing the social issues, planning out the social value proposition for beneficiaries, customers, and key funders, and identifying the building blocks to sustain your social business activities in the long term, the Social Business Model Canvas allows you to keep achieving your social mission as the central goal.

The new Social Business Model Canvas online is inspired by Strategyzer's original Business Model Canvas strategyzer.com

Video: Social Business Model Canvas online

Facilitator Tips!

Pre-Work: complete the "Impact Gap Analysis" to understand your social issue ecosystem; where might you best impact change?

The Impact Gap Analysis http://tacklingheropreneurship.com/

Complete the SBMC boxes by following the numbers!

Use three different colors of post-its:

Visit the Social Business Model Canvas website for advice, readings & examples.

https://socialbusinessmodelcanvas.swarthmore.edu/

www.strategyzer.com

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Social Mission

Social Business Name:

Write your **Social Mission** statement here. Use eight words or less: a verb, clear target group, and action.
(How will you know you have succeeded?)

7 Key Delivery Partners

Who are the partners you need to help you deliver your social value proposition?

How are you maximizing your social value impact in your relationships and management of key delivery partners?

Social Programs | Social Business: products & Services

8 Key Activities

What are the critical activities you need to carry out for your social programs, or products and services?

How are you maximizing your social value impact in your key activities & resources?

Social Programs | Social Business: products & Services

4 Social Impact Measurement Strategy

Sometimes Called, "Theory of Change" - what will you measure to know you are achieving your Social Mission?

Measurement Indicators:

Outputs (Short-term)

Outcomes (Medium-term)

Impact (Long-term)

3 Social Value Proposition

How will you create value for your beneficiaries, customers and funding stakeholders, through your social programs, or your products or services?

Beneficiaries

Social Programs | Name the Beneficiaries

Customers

Social Business: products & Services | Name the Customers

Funding Stakeholders

Social Programs | Name the Beneficiaries

Social Business: products & Services

Other Added Value Activities

6 Relationships

How will you reach out and communicate with your beneficiaries, customers and funding stakeholders on a regular and ongoing basis?

Beneficiaries

Customers

Funding Stakeholders

5 Channels

How will your beneficiaries & Customers receive your programs, products & services?

Beneficiaries

Customers

Pre-Work: Impact Gap Analysis (Optional)

Use this box to layout your findings from your Impact Gap Analysis work

1 Key Stakeholders

Who are the people that you hope to serve? Who are the people who will pay for your products & services? Who are your most important funders?

Beneficiaries

Provide all the detail you know about your beneficiaries. Also, what are their goals? What are the barriers they face? What do they need?

Customers

Provide all the detail you know about your customers. Also, what are their goals? What are the barriers they face? What do they need?

Funding Stakeholders

Provide all the detail you know about your funders. Also, what are their goals? What are the barriers they face? What do they need?

10 Competitors & Coopetition

What organizations are working towards a similar social mission to you? With similar beneficiaries, customers & funders? Is there an opportunity to cooperate with competitors on aspects of your work?

9 Key Resources

What are the key resources that you will need to deliver your social programs, and products & services?

Social Programs | Social Business: products & Services

11 Macro-Environment/ PESTEL

What changes in the external environment do you need to be aware of? **P**olitical, **E**conomic, **S**ocial, **T**echnological, **E**nvironmental, and **L**egal changes that you should see coming on the horizon?

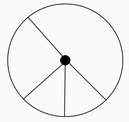
13 Costs - Programs, Products/Services, Fundraising, etc.

Can you estimate the overall costs you will incur delivering your programs, products and services? Remember to include costs like recruiting & training volunteers, fundraising costs, networking, etc.

Est. Costs %

Show %s on chart

* Social Programs
* Products/Services
* Fundraising
* Other



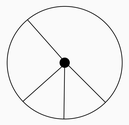
14 Surplus - Reinvestment / Donation, etc.

How will you distribute any profits that you generate, once you've covered your costs?

12 Revenue: Funding (grants/donations/awards) & Tradable Income, etc.

Can you provide an overview of the income you will have for your social business? What percentage of your income will be from grants, awards, or donations? What percentage of your income will come from contracts & tradable income?

Income %

Show %s on chart

* Grants
* Awards
* Donations
* Sponsorship
* Tradable Income