Social Enterprise Canvas

Mission Statement

What is your unchangable goal and purpos pivots to make sure they are supporting th

Problem What are the critical problems of the target group? (from their perspective)	Key Activiti What are the ke that you perform
How do you solve these problems?	Key Metrics What are the nu- measure to know successful or no Consider both s and financial me less the better.

Cost Structure

What are the key elements of your costs?



pose? This should be rooted and connected with your personal mission. Measure all your decisions and this Mission.				 + Externalities Who else benefits from what you are doing and how? Whom are you helping? Looking at this can highlight potential additional revenue streams by trying to capture
ctivities	Value Proposition	Beneficiary	Beneficiaries	some of this value.
		What kind of relationships? From personal to automated.	For who are you creating value? Who are the "early adopters?" (People who need our solution mist and are most likely to adopt it.)	
etrics		Channels	Key Partners	- Externalities
e the numbers you to know if you are ul or not? both social impact cial metrics. The better.		How do you gain access to the target group? How do you deliver the good or service?	Which key activities are	What unintended effects are you having on the target group, stakeholders and other people/institutions? Try to minimize them and make sure to have a positive
	Financial Sustainability			balance.
\$?	What are the	different sources you tap to	generate income?	

