

| <b>Problem / Motivation</b><br>Why they want to fund/invest | <b>OPPORTUNITY</b><br>What they will actually fund | <b>UNIQUE VALUE PROPOSITION</b><br>The proposition that engages the funder on their Problem/Motivation | <b>FUNDER SEGMENT</b><br>A person or organisation that will provide initial funding for this venture |
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## Funding Canvas

V. 1 Available at [www.socialleancanvas.com](http://www.socialleancanvas.com)