

Purpose

Your reason for doing this venture, clearly defined in terms of the social or environmental problems you want to solve.

1

Impact

What is the intended social or environmental impact of your venture?

2

Problem

What are the specific problems each of the different customer types face?

4

Solution

What is your product or service?

6

Unique Value Proposition

What is the unique combination of benefits your product or service will offer to overcome problems the customer has?

5

Unfair Advantage

Why will this venture succeed ahead of the competition?

11

Customer Segments

Who do you need to move to make your business model work?

3

Existing Alternatives

How are these currently being solved?

Key Metrics

What are the numbers that will show your business model is working?

10

Channels

How will you reach your customers in a scalable way.

7

Early Adopters

Which customers will move first?

Cost Structure

What are the major costs associated with running this social enterprise.

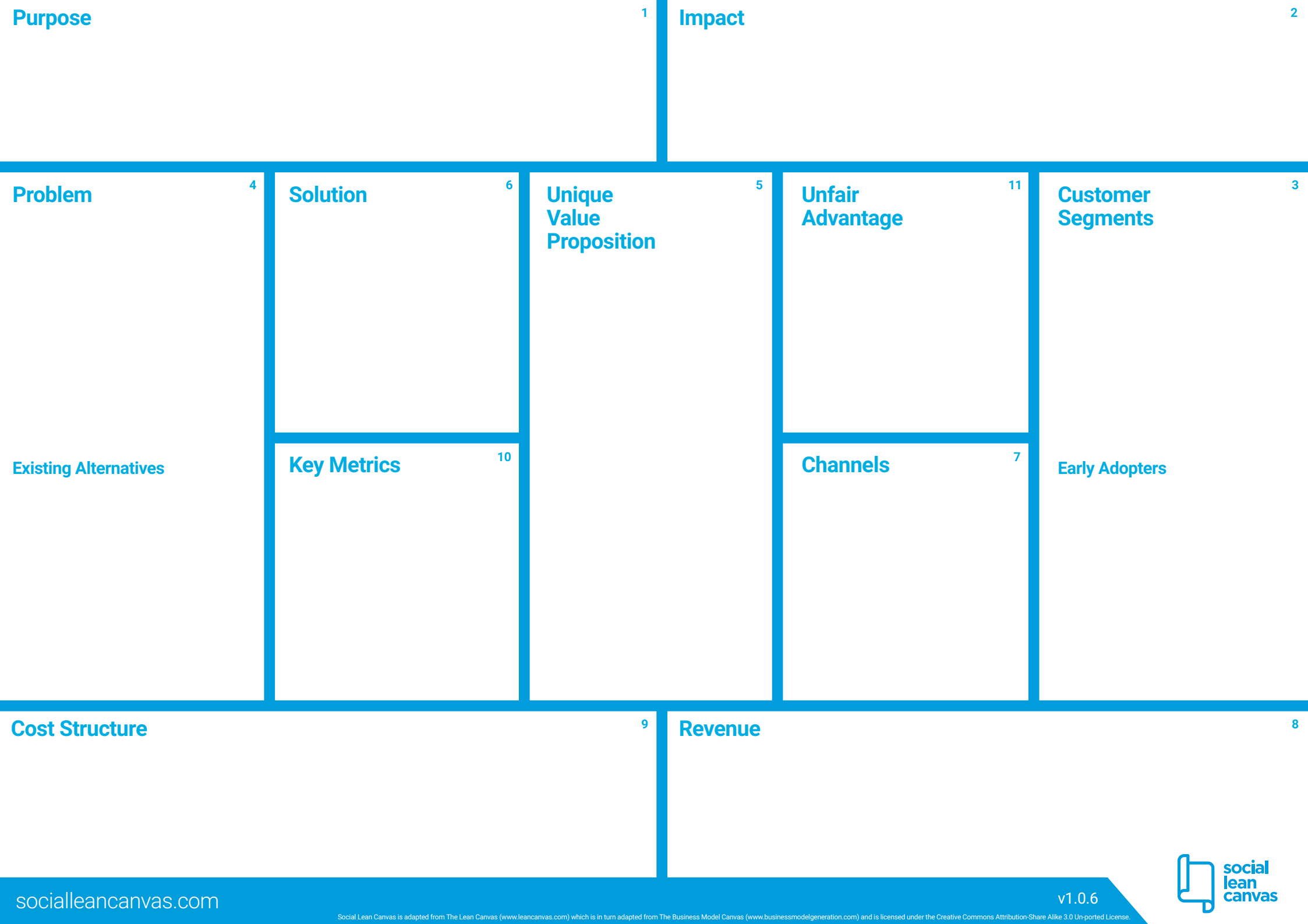
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Revenue

What are the ongoing flows of income that will create financial sustainability for this venture?

8





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