PURPOSE

Clearly defined in terms of the social/environmental impact that is intended and any financial goals as well as any other key aspects of the vision. This will include the overarching problem/s that the venture will look to solve. This box is not really part of the canvas as it is not part of the business model that needs to be validated. This needs to be in place before starting on the rest of the canvas as it will serve as a set of guiding principles for the development of the business model.

PROBLEM

What are the biggest problems? Note these are specific problems faced by the customers (in customer segments) not the overarching problems that arise in the Purpose section.

Existing Alternatives

How are these problems currently being solved?

SOLUTION

What solution will deliver the UVP/s to the different customer segments?

KEY METRICS

What key numbers tell you whether your venture is succeeding?

UNIQUE VALUE PROPOSITION

What single or multiple value propositions remove the problems faced by the different customer segments?

High Level Concept

A one-liner explaining what your organisation does.

UNFAIR ADVANTAGE

Why will this venture succeed?

CHANNELS

How will you reach your customers in a scalable way?

CUSTOMER SEGMENTS

Who do you need to move to make this business model work?
- Customers
- Users
- Investors/Funders
- Volunteers etc

Early Adopters

Which customers will move first?

COST STRUCTURE

How much will it cost to deliver your solution to customers at scale?

FINANCIAL SUSTAINABILITY

1. Traditional Revenue Model - ongoing income, e.g. customers paying for your product/service, ongoing donations etc.

2. Funding Model - individuals or organisations contributing initial capital (also include the ownership structure proposed for this venture)

social lean canvas

V1.04 Available at www.socialleancanvas.com

IMPACT

What social or environmental impact will result and who are the beneficiaries? Including defined metrics for how these outcomes will be measured (these assumptions will be validated (and potentially pivoted on) like every other part of the business model).

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