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

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

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

Solution
What is your product or service?

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

Unfair Advantage
Why will this venture succeed ahead of the competition?

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

Existing Alternatives
How are these currently being solved?

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

Channels
How will you reach your customers in a scalable way.

Early Adopters
Which customers will move first?

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

Revenue
What are the ongoing flows of income that will create financial sustainability for this venture?
Social Lean Canvas is adapted from The Lean Canvas (www.leancanvas.com) which is in turn adapted from The Business Model Canvas (www.businessmodelgeneration.com) and is licensed under the Creative Commons Attribution-Share Alike 3.0 Unported License.