

# 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.

9

## Revenue

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

8

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