Beneficiary Model Canvas for Social Enterprise

Team or Company Name:

Social Challenge

- What is the present situation (numbers, scale of problem, geographical area etc.)?
- What are the root causes of the problem?
- What are the factors contributing to the problem?
- Are there any local problem solutions?
  Are there any international / foreign problem solutions?

Beneficiaries

- Direct and indirect beneficiaries
- Who are your target beneficiaries (age, sex, location, education, work experience, material status, registered in other foundations/social care organizations)?
- What are their needs?
  What are their expectations?

Beneficiaries' Potential Input

- What channels will you use to involve the beneficiaries?
- How will you convince them to participate?
- What challenges may occur why trying to involve beneficiaries?

Core Activities to reach the social goal

- What are your core activities?
- What the core activities are for you beneficiaries?

Social Mission Partners

- What social partners do you want to cooperate with?
- What business partners will you need?
- What institutional partners will you involve?
- What know-how will they give you?
- How will you build relationships with your partners?

Resources necessary to fulfil the social mission

- What human resources will you need?
- What material resources will you need?
- What financial resources will you need?
- What know-how will you need?

Desired Future State / Social outputs

- What is the desired social state of the social problem?
- What outputs do you expect?
- Can you put the outputs into numbers?