Customer Model Canvas for Social Enterprise

Team or Company Name:

Customer Segments	*Product / Service & its Value Proposition*	*Resources & Logistics*	*Competitors*	*Marketing & Communication*
• Who are the people who will buy your product / service? (Age, living in a city/village, family status, sex, education etc.) • Where does he/she get information from? • On what basis do they make purchase decisions? • Are they looking for comfort and convenience or escape from discomfort or want to solve a problem? • Who are they spending time with? • What kind of people surround them? • What lifestyle do they lead? What are the needs of your customers?	• What are the features of your product / service? • What is the core of your product / service? • Of what elements does your product / service consist of? • What do you offer, that is different from other products / services? • Is your product / service innovative?	• What resources will you need? • Through which channels will your customers want to be reached? • Who will be your strategic logistic partners? • What will be your distribution channels?	• Who are your direct competitors? • Who are your indirect competitors? • How your competitors fulfill customer needs? What is your USP (unique selling proposition)?	• What will be your price ranges? • How will you reach your customers with your story? • What communication channels will you use? • How will you present your story? • What type of relationship does each customer segment expect?

Cost Structure	*Revenue Streams*
• What are the major cost drivers? (People, production, distribution, design, materials, technology… etc.)	• For what value are your customers willing to pay? • What are the sources of revenue? • What and how will the customers pay? • Will you offer a donor package?