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*Team or Company Name:*

Customer Model Canvas for Social Enterprise

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| --- | --- | --- | --- | --- |
| *Customer Segments** 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? | *Product / Service & its Value Proposition** 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?
 | *Resources & Logistics* * 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?
 | *Competitors** Who are your direct competitors?
* Who are your indirect competitors?
* How your competitors fulfill customer needs?

What is your USP (unique selling proposition)? | *Marketing & Communication** 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** What are the major cost drivers? (People, production, distribution, design, materials, technology… etc.)
 | *Revenue Streams** 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?
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